

# The National Underwriter

LIFE INSURANCE EDITION

FRIDAY, JULY 16, 1926

*Nearly Two Centuries Ago Lord Chesterfield said:*  
 "Whatever is worth doing at all is worth doing well."

And that applies to life insurance selling as well as to anything that Lord Chesterfield might have had in mind when he coined the phrase.

*Lord Chesterfield (Philip Dormer Stanhope, fourth Earl of Chesterfield) was an English courtier, orator and wit, famous for his pointed sayings. He has often been called "the La Rochefaucauld of England." He was born in London, in 1694, and held many important political posts during his life which ended in 1773. His "Letters to His Son" were published soon after his death and have established for themselves a place of their own in English literature.*

To those of you who are contemplating entering the life insurance business we want to emphasize the importance of the right kind of start.

At the outset you are confronted with the very difficult problem of choosing the right kind of company to represent. Upon your choice depends much—undoubtedly it will influence your immedi-

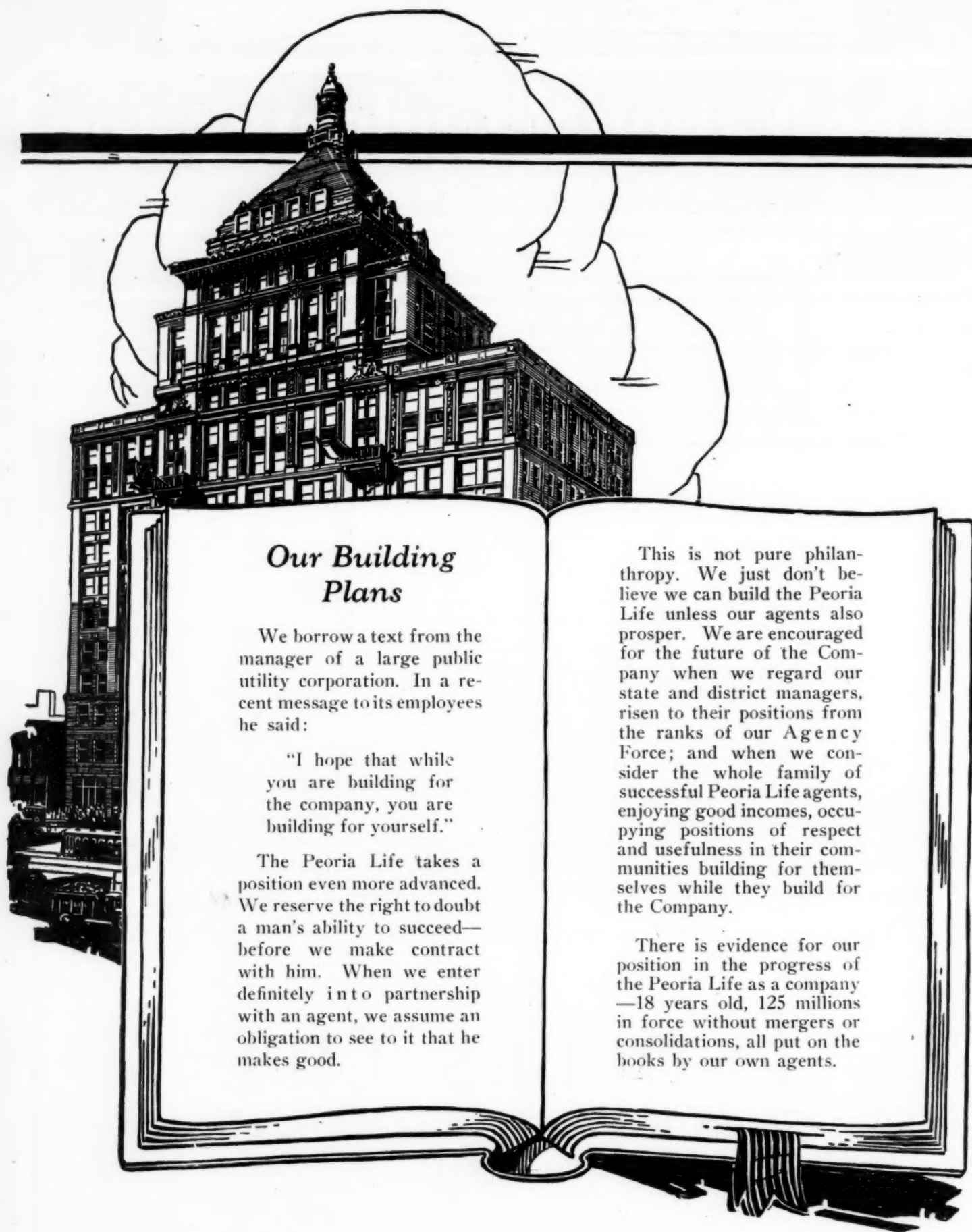
ate progress. Companies vary in character and makeup just as individuals do. An organization is, in the last analysis, the amalgamation of the personalities of the men in that company.

In the Peoples Life you will find a cordial relationship existing between company and agent—a feeling of friendliness and good fellowship which counts for so much in making work a joy and inspiring us to doing well the work we have to do.

*The Peoples Life is probably the company you are looking for.*

THE  
**PEOPLES LIFE**  
 INSURANCE COMPANY  
 ILLINOIS

ADDRESS E. J. COTTER, SUPERINTENDENT OF AGENTS, TODAY



### *Our Building Plans*

We borrow a text from the manager of a large public utility corporation. In a recent message to its employees he said:

"I hope that while you are building for the company, you are building for yourself."

The Peoria Life takes a position even more advanced. We reserve the right to doubt a man's ability to succeed—before we make contract with him. When we enter definitely into partnership with an agent, we assume an obligation to see to it that he makes good.

This is not pure philanthropy. We just don't believe we can build the Peoria Life unless our agents also prosper. We are encouraged for the future of the Company when we regard our state and district managers, risen to their positions from the ranks of our Agency Force; and when we consider the whole family of successful Peoria Life agents, enjoying good incomes, occupying positions of respect and usefulness in their communities building for themselves while they build for the Company.

There is evidence for our position in the progress of the Peoria Life as a company—18 years old, 125 millions in force without mergers or consolidations, all put on the books by our own agents.

# Peoria Life Insurance Company

PEORIA, ILLINOIS

# The Ætna Life Log

JULY 1926

**W**ITH a competent man at the wheel, the "Ætna Life" sails true to her course. Her cargo of Partnership, Ordinary Life, Endowment and Term policies is consigned to business men throughout the country. These men are conscious of the money value of their partners or executives and wish to protect their businesses against the loss of such important key-men.



**ÆTNA LIFE INSURANCE COMPANY**

HARTFORD

**ÆTNA-IZE**



CONNECTICUT



## NUMBER THREE

## MODERN CRUSADER SERIES



## A FINAL TEST OF LEADERSHIP

"FOR the most part, they were without arms and without discipline." In that tragic line, history pays eloquent tribute to the courage and the faith of the ten thousand men who followed Peter the Hermit in 1096.

Beyond the Bosphorus, those early crusaders were massacred rather than defeated. Bravely—and blindly—they had relied upon the "might of being right."

Three years later, a victorious host under the leadership of Godfrey of Bouillon rode through the gates of Jerusalem. The reason for their success lay in the fact that they had been carefully selected, fully equipped, and thoroughly trained.

And what of the MODERN CRUSADERS—those upright men who, through the insurance business, are devoting their lives unselfishly to the service of their fellow-men? Must their future depend solely upon their own resources or are they to be assured the quality of leadership that makes good men better—and makes fighting men invincible?

Representatives of the Phoenix Mutual are carefully selected for the services they are to render. Fair play demands that no man be asked—nor permitted—to undertake what he cannot possibly do.

Next, our men are provided with unusually complete equipment. And finally, they are thoroughly trained in our Home Office school of salesmanship.

In other words, the Phoenix Mutual is keenly aware of the responsibilities of leadership. And to its own men, its program of preparedness has become a guarantee of success that inspires continual confidence.

## PHOENIX MUTUAL LIFE INSURANCE COMPANY

HOME OFFICE



HARTFORD, CONN.

First Policy Issued 1851



# The National Underwriter

## LIFE INSURANCE EDITION

Thirtieth Year, No. 29

CHICAGO, CINCINNATI, AND NEW YORK, FRIDAY, JULY 16, 1926

\$3.00 Per Year, 15 Cents a Copy

### FIGURES SHOW GROWING PROBLEM OF OLD AGE

Louis I. Dublin of Metropolitan Life Presents Statistics in Address

### BIG NUMBER DEPENDENT

New York City Shows Unusually Low Percentage of Persons Over 65 Years of Age

NEW YORK, July 14.—The number of persons 65 years of age or older is rapidly increasing throughout the United States, but New York City probably remains the "youngest" large city in the world, having a much smaller ratio of older people than either New York State or the country at large, according to figures given by Louis I. Dublin, statistician of the Metropolitan Life, in an address recently delivered before the annual New York Conference of Charities and Corrections.

#### Caused by Two Factors

The rapid increase in the number of persons 65 years of age or older is due, said Mr. Dublin, to two factors. The first is the marked reduction in mortality in the past few decades, while the second is the great number of men and women who first came to this country as adult immigrants years ago and who have now reached the period of old age.

At the present time in the United States there are about 5,500,000 persons 65 years of age or older, approximately 500,000 of them living in New York State. Of the latter number this city has less than 200,000, whereas, it would have more than 300,000 if the proportion of older persons in the community were the average one for the country generally.

In 1890 old persons constituted 3.9 percent of the total population. That percentage has risen steadily until it is now 4.9 percent. Between 1900 and 1920 the number of aged persons increased 60 percent while the total population was increasing only 39 percent. That is why the problem of caring for the aged is steadily becoming more difficult and complex.

#### One-Third Are Dependent

Statistics show that one-sixth of all aged persons are dependent for their support on governmental or private organizations and agencies—that is, on military or civil pensions or on various forms of relief. Another one-sixth are entirely cared for by their children, relatives or friends. About 2 percent of the aged are in almshouses or public infirmaries, and a little more than 1 percent are in public or private institutions for the insane.

In bringing these figures forcibly to the attention of every member of the community, life insurance agents are rendering an incalculable service not only to individuals but to society at

### LEGIBILITY ESSENTIAL

#### IMPORTANT NEBRASKA RULING

Court Holds Defense of Fraudulent Statements Is Not Available Because of Photostatic Copy

Life companies must attach to their policies photographic copies of the application that are legible and which can be read by a person with normal vision with comparative ease. If the copies thus attached are not legible, says the supreme court of Nebraska in a case brought against the Bankers Reserve Life of Omaha by Mrs. Millie M. Kelley, the defense that the application contained fraudulent statements and misrepresentations will not be available.

#### Life Convention Intervenes

The case was deemed of such importance by the American Life Convention, representing 138 life companies, that it had its attorneys file a brief as a friend of the court. These pointed out that the only question submitted to the jury by the trial court was whether the photostatic copy of the application was legible, in the face of the fact that the record showed beyond any question of doubt that Kelley willfully withheld the information concerning previous attacks of appendicitis; that to all intents and purposes the fraud was admitted, but that because the photostatic copy was illegible, the company was precluded from alleging or proving fraud.

#### Not a Shield for Fraud

The Convention attorneys argued that the object of the statute requiring a copy of the application to be attached was to advise the insured of his contract, and courts ought not permit it to be used as a shield for fraud. Kelley needed no copy of the application to apprise him of his own deception, and courts should hesitate to bar companies from proving fraud by allowing the plaintiff to trump up an issue of legibility and submit it to a jury.

"It is not a question of whether life insurance companies could in the future," they said in conclusion, "comply with the statute by making a full sized copy of the application, though there would still be room for a quibble over legibility. The question concerns thousands of life insurance policies, already issued, containing photographic copies of the application no larger and no more legible than the one involved in this suit. Shall the companies be thus practically precluded from contesting these policies, even though they have undisputable evidence that they were obtained by fraud?"

large, for if people are not taught the necessity of making provisions for their old age and that of their dependents by life insurance or some less effective means, greater and greater demands will be made upon public and private resources in the future for the care that must be taken of an increasingly large number of men and women who have been incapacitated for the work of this world by old age.

### DETROIT ENTERS RACE

#### SEEKS NATIONAL CONVENTION

Will Vie With Memphis and Dallas for Honor of Entertaining Life Underwriters at 1927 Meeting

DETROIT, July 14.—Detroit has definitely entered the race for the 1927 convention of the National Association of Life Underwriters. Dallas and Memphis were the two entries competing for next year's convention, while Detroit expressed itself as willing but not eager. After mature consideration, however, the Detroit association has decided to extend an invitation to the national officers which will be sent out by Milton L. Woodward, president of the association. Mr. Woodward, who is general agent in Detroit for the Northwestern Mutual, has appointed a committee to take the preliminary steps toward extending the invitation.

#### Personnel of Committee

The committee consists of Norton Ives, president of the Life Managers Association; Homer Guck, secretary and treasurer of the Life Managers Association; Nathaniel Reese, general agent for the Provident Life; John W. Yates, general agent of the Massachusetts Mutual; Ernest W. Owen, national committee member from Detroit and Detroit manager for the Sun Life; Robert Ryan, Michigan manager for the Equitable Life of New York, and H. Wibirt Spence, manager for the Mutual Life of New York.

### MEMPHIS IS STRONG CONTENDER

MEMPHIS, July 14.—A canvass of 100 cities throughout the nation shows a favorable attitude toward Memphis as the logical meeting place for the 1927 convention of the National Association of Life Underwriters. Letters pouring into the hands of insurance men and the Memphis Chamber of Commerce assure the city of support, and 50 organizations have declared that they will back the Tennessee city for next year's convention. Harry G. Allen, president of the Memphis Life Underwriters Association, and R. E. Logsdon, manager of the convention bureau of the Chamber of Commerce, state that at least one association in every state of the Union has come out for Memphis. The only city that did not state definitely it would support Memphis is Detroit.

#### Elated Over City's Chances

Local insurance men are highly elated over their city's chances. Mr. Allen has named a convention committee, which is composed of leading insurance men of the city, to work for the goal of Memphis as the 1927 meeting place. Those on this committee are Thomas B. Hooker, retiring head of the local underwriters, chairman; H. W. Durham, A. Van Pritchard, W. T. Buckner and George P. Phillips. The educational value of the convention to the south will be stressed at Atlantic City, the 1926 meeting place.

Memphis has been the scene of some of the largest conventions in the country during the past year. The Methodists, Baptists, druggists, medical men and others have met here and have been

CONTINUED ON PAGE 32

### RELiance LIFE HAD A BIG CONVENTION

Pittsburgh Company Celebrates Successful Achievements of Twenty-Three Years' Work

### HAS SPLENDID RECORD

Program Brought Out Many Features in the Plan and Purpose of the Company

In Pittsburgh last week the people of the city realized that the Reliance Life had a great jubilee convention in the city. It marked the 23d anniversary of the company. It is a coincidence that in its 23rd year the Reliance Life stands 23d among the 251 companies in insurance in force. This in itself is a remarkable achievement. The company has had a record that in many ways is romantic. It started with \$1,000,000 capital and \$1,000,000 surplus, that at the time having been the largest company at time of organization from a financial standpoint to make its bow to life insurance. It was organized by some of the principal financial and business men of the city. H. G. Scott, vice-president, was with the company at the beginning and has been the practical executive officer in the company ever since. Mr. Scott has a genius for detail. He is an indefatigable worker and has brought to his staff men of fine ability and personality.

#### McCormack in Charge of Production

Associated with Mr. Scott is E. G. McCormack, general manager, who is in charge of production in the agency department, a man of great capacity, square in every transaction, one who is intensely devoted to the field men and who enjoys their confidence. Mr. Scott and Mr. McCormack, with their associates, work with the utmost harmony. The Reliance Life is not a one man organization. It places responsibility on its officials and department heads, leaving them to work out their problems without interference. In this way the company has built a strong personnel.

#### Reed the Distinguished Head

James H. Reed, the president, distinguished in banking, in the law, on the bench, in public life, has been the president since it started. The company during the 23 years has reached the point where it has \$40,000,000 assets and about \$342,000,000 insurance in force.

Mr. Scott stated at the banquet that the Reliance Life is situated so that it has a one-day mail service for 60,000,000 people, which means much in the way of company service to agents and policyholders. At the banquet two beautiful paintings were exhibited, they being the gift of the field force to Mr. Scott and Mr. McCormack.

Mr. Scott presided at the banquet, the speakers being President James H.

Reed, Attorney Edward W. Smith, who is a director; Attorney James Francis Burke of Pittsburgh, who is a former congressman; A. L. J. Smith of the "Spectator," C. M. Cartwright of THE NATIONAL UNDERWRITER and Mr. McCormack. There was a musical program given at the banquet.

The convention was the largest ever held by the Reliance Life. Many agents qualified, not only for themselves but for their wives. This brought to the convention a large number of beautiful women who participated in the various entertainment features. On the afternoon of Tuesday there was a cruise on the Monongahela and Ohio rivers and buffet supper on the boat. Dancing followed. The party had all their meals in the ballroom at the William Penn Hotel, filling the entire room.

#### Wednesday's Proceedings

The convention proper started Wednesday morning with General Manager E. G. McCormack presiding. Mr. McCormack was formerly supervisor of the Kentucky department and then was brought to the head office as assistant general manager, being chosen general manager 14 years ago. Vice-President H. G. Scott gave the address of welcome, giving some facts regarding the company. N. S. Tomlinson of Birmingham, who is supervisor of the Alabama department, gave a talk on "Income Insurance," presenting two booklets outlining methods of production, they being written by Mr. Tomlinson. The booklets are entitled "Selling Methods" and "The Key to Prosperity." W. L. Baldwin of Denver, inspector of agencies in the western division, gave a vigorous talk on "Physical, Mental and Moral Preparedness."

#### How Field Is Divided

The Reliance Life divides its field into two sections, one being the eastern division with W. L. Wilhoite of Memphis as superintendent of agencies and the other the western division with Angus Allmond of Denver as superintendent of agents. Mr. Baldwin is attached to the western division and took a prominent part in the convention. Under the superintendents of agencies are the agency supervisors, agency organizers, managers and general agents. There are now only five general agency contracts left, as the company operates on the branch office system with agency supervisors in charge.

#### Selling the Farmer

Following Mr. Baldwin, Tom Pruett, general agent in northeast Texas, gave a very helpful talk on "Selling the Farmer." T. J. McKenna, assistant secretary in charge of the policy department, made some suggestions on "Issuing Reliance Policies." He has been with the Reliance for 17 years. P. F. Sheehey, general agent in western Pennsylvania, had for his subject, "The Importance of Keeping Business in Force."

In the afternoon the entire body was taken to the ball park where Pittsburgh played Philadelphia. There was a dinner dance in the evening, following some talks given by Assistant Secretary L. P. Gregory of the accident and health department, A. G. Gainey of Jackson, Miss.; Dr. Andrew Johnson of eastern Pennsylvania, and Charles Dobbs of the "Insurance Field."

#### Allmond in Charge Thursday

The Thursday morning session was in charge of Angus Allmond, who has been with the Reliance Life for 17 years. To him is largely due credit for building up the business west of the Mississippi. C. H. Thompson of Jackson, Miss., head of the Thompson agency, who has been 19 years with the company, gave some of his reminiscences. He has \$10,000,000 of insurance in force in Mississippi. He showed how oftentimes unusual circumstances can be turned to favorable opportunities for writing life insurance.

V. J. Adams of Cleveland, who is supervisor of the Ohio department, told of

## MEMBERS ARE CHOSEN

### NEW AETNA LIFE DIRECTORS

Affiliated Companies Now Have Identical Boards Following Changes Just Announced in Hartford

HARTFORD, July 14.—Several changes have been made in the directorates of the Aetna Life and affiliated companies. The new directors elected are: Edward Milligan, president Phoenix of Hartford; Richard M. Bissell, president Hartford Fire; William R. C. Corson, vice-president and treasurer Hartford Steam Boiler; J. Henry Roraback, chairman Republican state central committee and a director of several Connecticut utilities; Judge Edward M. Day, corporation attorney. These men were added to the directorates of the Aetna Life and Aetna Casualty, to fill the vacancies caused by the death of Morgan G. Bulkeley, Jr., the previously announced resignation of Charles H. Remington and the resignations last week of Joel L. English, D. Newton Barney and Charles F. T. Seaverns. At the same time the board of directors of the Automobile was augmented by the above members so that the boards of the Aetna Life and affiliated companies are now identical.

the opportunities for Reliance Life salesmen. Mr. Adams was formerly a druggist. Before going to Cleveland he was manager of the Tri-State department, consisting of Tennessee, Arkansas and Missouri. He said that if a man will sell two \$1,000 policies every week for 20 years he will have an estate of \$50,000 by letting his renewals alone. He said that a man in the insurance business can satisfy all reasonable financial demands and build up something for himself. Mr. Adams said that if after a year's time a salesman cannot make \$10 a day selling life insurance, he can be counted a failure. Mr. Adams said that in selling insurance, the most essential thing is to find a point of contact. When that is reached, it is not hard to interest the prospect.

#### Wives Should Cooperate

Mr. Adams took the position that frequently the wives of agents are not satisfied with the business of life insurance and urge their husbands to get

## INTEREST IS GROWING

### ASSOCIATION NOW A FACTOR

Junior Group of American Life Convention Developing as Unit in the Business

The Junior Association of the American Life Convention promises to become an active factor in the business and the interest of junior executives of the member companies is keen. The functions of the organization will be summed up by J. W. Stevens, II, before the annual meeting of the American Life Convention in an address on "The Relation of the Junior Association to the American Life Convention."

The association was formed at the Des Moines meeting as a result of an idea conceived by Mr. Stevens and Mr. Cadigan, who saw the need for a definite organization of the junior executives. There were many "sons" present at the Des Moines meeting and they readily fell in line with the idea. Ted Simmons conceived the idea of definitely forming the junior association, which was then organized and officially recognized by the convention at the New Orleans meeting.

At the Louisville meeting Ted Simmons was elected president, L. D. Cavanaugh vice-president, and Morton Bigger secretary. The last report showed 28 member companies, represented by 36 officers, 12 companies being present at that meeting. The interest is growing and the organization should develop as a factor in the business.

into some other line. He said they do not appreciate the opportunity ahead for agents. The question the agent must ask himself is whether life insurance work will yield a satisfactory income, whether it is a dignified calling, whether it is a profession, or the trade of a peddler. Mr. Adams said that life has certain economic values which can be measured in dollars. Since this has been ascertained, men in general have put a higher value on themselves. Therefore, if one can get the economic value of a life, he has some basis for estimating the amount of insurance that should be carried.

#### Salesmanship Based on Science

Mr. Adams said that life insurance salesmanship is based on the science of

## IS COMPANY VETERAN

### E. O. BURGET IS WELL KNOWN

Newly Elected President of Peoples Life of Indiana Started with Institution in 1907

E. O. Burget, who was elected president of the Peoples Life of Frankfort, Ind., last week succeeding A. A. Laird, resigned because of illness, had been secretary and manager of the company since it was organized in 1907. Mr. Burget is well known in insurance circles. At one time he was vice-president of the American Life Convention and at present he is chairman of the finance committee of the convention. He is a member of the executive committee of the Indiana Association of Legal Reserve Life Insurance Companies. He is also a member of the board of directors of the Frankfort Chamber of Commerce, and served as its president for two years.

Joseph G. Phipps, formerly assistant secretary, who becomes secretary succeeding Mr. Burget, has been with the Peoples Life for the past 13 years. He is active in all business and civic affairs of the city, being a member of the board of directors of the Chamber of Commerce and active in church, boys' and Y. M. C. A. work. He is the active head of the new business and policy department of the company and has attended the meetings of the American Institute of Actuaries and the medical section of the American Life Convention.

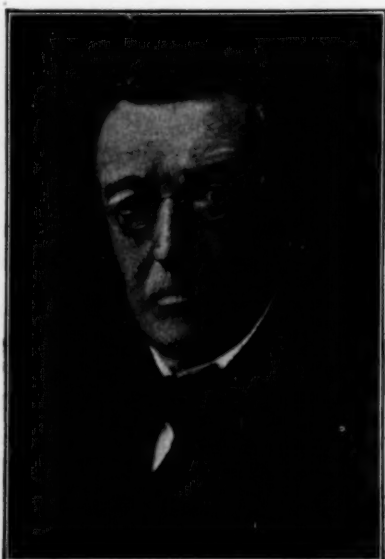
Arthur L. Ungerleider, of Detroit, Mich., who becomes actuary of the company, is a graduate actuary of the University of Michigan, completing his work this year. He also served as an instructor.

Former President Laird will continue as chairman of the board of directors and as a member of the board.

selling. An agent must be in sympathy with its needs and requirements. Life insurance, he said, calls for special training. He made the statement that there is no natural born life salesman. A life insurance salesman, he said, must train himself for the special work. He said that the income of many agents often exceeds the salaries of officers. Mr. Adams contends that an agent must

(CONTINUED ON PAGE 30)

## CHIEF EXECUTIVES OF RELIANCE LIFE CONVENTION SPEAKERS



JAMES H. REED  
President



E. G. McCORMACK  
General Manager



H. G. SCOTT  
Vice-President and Secretary



## AGENCY SERVICE IS COUNTED IMPORTANT

G. V. Cleary of the Reliance Life at Chicago Gives Methods He Employs

## NEED OF SINCERITY SEEN

Declares That Life Insurance Salesmen Must Have a Warm Love for All Humankind

G. V. Cleary of Chicago, general agent of the Reliance Life, in his talk at the recent convention of agents, in telling about some of the services an agent can give policyholders, said that it is necessary to keep in close personal touch with one's clients. He made the point that a life insurance man, if he is successful and gets the greatest good out of his business, must be interested in people and actually love them.

He said that it is a common thing to remember birthday anniversaries, but the observance should not become stilted or stale. For instance, a very personal letter could be written the first year, followed by a post card the second, a telegram the third, a 'phone call the fourth, a special gift the fifth, etc. He advised agents to get away from the stereotyped method of calling to mind these events.

### Opportunities for Service

Births, he said, not only offer an opportunity to write additional protection, but they serve to cement a closer friendship. He said that weddings are an occasion for special rejoicing, and once more the insurance man becomes an important factor in assisting to create an immediate estate, starting a budget system, protecting the mortgage and laying the foundation for a successful future. He said that a life insurance man, following the death of a policyholder, can be of great service to the family, not only in bringing consolation but arranging for the payment of the insurance. He said that properly written insurance on the income plan brings to the family a certain monthly stipend. The beneficiary is always grateful for service.

### Word of Congratulation

Mr. Cleary said that an agent should never lose sight of the opportunity to write a congratulatory note when a policyholder has been promoted, has attained some distinction or done something that is generally recognized. He said that a word of praise or recognition of times like these means more in obtaining good will and future business than any amount of persuasive argument. Continuing, Mr. Cleary said:

"Keeping in touch with the insured's change of age is part of every up-to-date insurance man's regular duties, and you, no doubt, are so well informed by the progressive company you represent along these lines that it is needless to enlarge upon this subject here except to say it is one of the most important means of reinsuring the old policyholders.

### Mapping Out Program

"Much has been said, and wisely, regarding the importance and technique of program insurance, surveying policies; in fact, you might say 'professionalizing' life insurance. In this connection you will find the surface, so far as the future writing of large insurance policies is concerned, has only been scratched. Although it is recommended for a certain class of business

## SHOW GOOD INCREASE

### NO PRODUCTION SLUMP SEEN

Figures of Life Presidents Association on Results for First Half of Year

NEW YORK, July 14.—Reports that business is slowing up and the volume of life insurance is not increasing as rapidly as in the recent past are given no support by the official figures sent today to the United States Department of Commerce by the Association of Life Insurance Presidents. According to these figures, which are based on the records of 45 member companies having 81 percent of the life insurance in force in all legal reserve companies, new business written the first six months of this year was 10.6 percent greater than for the corresponding period last year. The increase for June was 11.6 percent.

For the six-month period new business of all classes written by the 45 companies totaled \$5,675,000,000. New ordinary insurance amounted to \$3,965,000,000 as against \$3,700,000,000 last year for the same period, a gain of 7.1 percent. Industrial amounted to \$1,292,000,000 against \$1,131,000,000, an increase of 14.2 percent. Group amounted to \$420,000,000 against \$300,000,000, an increase of 39.6 percent.

as well as a particular kind of salesman, it is like a two-edged sword and will prove disastrous when used on the wrong kind of clients or by men who consciously or unconsciously allow the preparation of it to confine them to the office and thereby interfere with their usual number of daily calls.

### Show Interest and Good Will

"Christmas cards, gifts, reminders are all to be encouraged. The more ingenious they are, the greater benefit the underwriter will derive. Another method of showing interest and good will toward those whom you have already written is to now and then send them interesting scraps of information regarding the particular kind of insurance they have purchased, or at the present time are in need of, such as the new inheritance tax law, income deductions applying to insurance, good articles on health, hygiene and how to live to a ripe old age; everything, in fact, that will tend to the welfare and happiness of those whom you have set yourself to protect.

"Many of you are probably in a position to be of double service to your clients. In fact, the wide-awake underwriter of today should make it his business to see in how many different ways he can assist those who have placed their confidence in him. For instance, there is nothing to prevent you from recommending to your friends the tailor, the haberdasher, the lawyer, the architect and various others whom you have written insurance for.

"One good turn deserves another, and sooner or later you will appreciate the fact that success usually crowns the efforts of the ones who give the most. Donate to your friends' charities; if possible, join their clubs, familiarize yourself with their fraternities, churches, colleges, business associations; in fact, be a brother to them in the true sense of the word and the increase in your business, the permanency of your renewals, and the happiness of achievement will be yours so long as you live."

### Can't Locate Texas Company

Following an inquiry received by the Indiana department as to the standing of the Continental Mutual Life Association of Fort Worth, Tex., Commissioner McMurray of Indiana wrote to Commissioner Daniel of Texas regarding the company and has been advised that there is no such company in Fort Worth.

## NOTICE IS REQUIRED

### FOR GROUP LIFE INSURANCE

Kansas Department Holds Individual Certificate Comes Under Forfeiture Law Applying to Ordinary Policy

TOPEKA, KAN., July 14.—A new problem in group life insurance has just come to the attention of the Kansas department. It has ruled that group life insurance where the premiums are payable quarterly, semi-annually or annually, is the same as ordinary life insurance and that the companies must send notices of forfeiture the same as if each certificate holder held an individual policy. This decision was announced by the Kansas department on the claims of the beneficiaries of Charles Pickens, Company 1, and John P. Cartwright, headquarters company, 137th Infantry, Kansas National Guard. Two years ago the Travelers sold a group policy to the National Guard, the master policy being delivered to Col. M. R. McLean, adjutant general, and certificates being issued to each member. By the terms of the contract each private was allowed to take out \$1,000, the premium to be deducted from his pay each quarter, transmitted to the adjutant general and by him paid to the company. Under the contract, if the individual certificate holder did not have sufficient pay due to meet the premium, he could pay the balance from his own pocket.

### Failed to Pay Premiums

These two men were ill for some months before they died. They did not have sufficient pay due them in January to pay the premium and neither paid the premium from his own pocket. The company never sent a forfeiture notice to either the holder of the master policy or to the individual certificate holders. The company contends that group insurance is different from ordinary life insurance and that these group policies do not come under the Kansas life insurance forfeiture law. The company insists that it does not have to send a forfeiture notice to either the holder of the master policy or the certificate holder for non-payment of premium and that the group plan comes under the industrial insurance provisions of the law which do not require forfeiture notices.

Superintendent Baker, and Earl J. Farrish, claims attorney for the department, have ruled that the group plan as worked out for the Kansas National Guard is the same as ordinary life insurance and subject to the same forfeiture notices and requirements. The industrial policies are limited to those where the premiums are payable weekly, semi-monthly or monthly and no forfeiture notice is required for this kind of insurance. The Kansas department has ruled that since the company did not file the required forfeiture notices on Pickens and Cartwright that the company must pay the face of the certificates to the proper beneficiaries and advising the beneficiaries to bring suit to collect.

### Name Sales Promotion Manager

R. Emmet O'Malley, former president of the O'Malley Cigar Company of Kansas City, has joined the Midland Life to fill a position created for him, that of manager of sales promotion. The appointment was announced this week by Daniel Boone, president of the company. Mr. O'Malley's work will be largely within Kansas City for the present, developing the local business, working with the local agents, directing and inspiring them. Although Mr. O'Malley has had no experience in life insurance, he has wide experience as a sales manager. He has been active in political circles in Kansas City, and has a wide acquaintance in that territory.

## LIFE INSURANCE HOLDS OUT A GREAT VISION

Salesman Must Know the Needs of His Prospect and Arrange Program

## GIVING TIME TO CASES

Some Suggestions Are Made to the Men in the Field About Their Work

BY E. J. SCHELLENTRAGER  
Special Executive Representative Reliance Life

Insurance is a substitute in money for the greatest thing in the world, human life. If there was no human life, this globe would be a chaotic mass and we should realize that human life can never be replaced as when the individual passes away that unit is gone forever.



E. J. SCHELLENTRAGER

Therefore, the money value is, at best, a very poor substitute.

So in the definition of insurance, the replacement of the human life by money values must be followed up by an explanation as to the needs of life insurance taking the place of the individual in his many obligations and undertakings.

### Definition of Vision

Vision! The dictionaries explain it as the act or sense of seeing, sight, object of sight, divine revelations, apparition, creation of the imagination. Therefore, we will take the description given in the dictionary; apparition, creation of the imagination. That means, mental pictures and word pictures to the prospect. Mental pictures are the pictures that you create in your own mind as to how you are to approach your prospect and the needs of the service you are to render him, and you must prepare the case in your mind to such a point that you have a definite mental picture to explain in the program you present.

To illustrate: Two men looked at a block of marble and one was asked what he saw and he said, "A block of marble." The other was asked what he saw and he said, "A beautiful angel." The one man was Michael Angelo. One man looks upon a prospect and sees a \$1,000 or a \$5,000 application. Another looks upon the same prospect and sees



a quarter or a half million. It is the thought that you have and put into your prospect's mind as to his valuation and the word picture showing the needs that will create the desire.

#### Poor Are Poor for a Reason

I was in Detroit June 17 and during that day the medical profession was in convention. Dr. Charles P. Emerson, dean of the medical school of the University of Indiana, and formerly the dean of Johns Hopkins, stated these items as facts: "The poor are poor for a reason. They are not on our intellectual level any more than they are on our social level. Hard luck stories usually mean mental inferiority. To expect people of inferior mental ability to follow advice with the same alacrity of those of an average mental alertness is asking too much."

Then, B. C. Forbes tells of another class, as follows: "I have observed that worthless people are always expecting an important letter—depending on luck or for their 'Ship to come in.'"

#### Give Time to Receptive Cases

You are in this business to be of service to mankind, and there is a certain amount of educative work that you must do to prevent poverty. That puts your business on a parallel with that of the social worker, but you must also be able to judge when a man is so inferior and lacking in mentality that he cannot appreciate the uses and the needs for our service. Then devote your time to a more receptive case.

There are all kinds of prospects that you are obliged to approach. There are some that when they say "No" and are still worth-while, you must stick to. A "NO" today often means a "YES" tomorrow. But cases of that kind must have a volume amount that is worth while following up.

Effort will win success. As I give you an epigram that startles you, you should also do to your prospect. Startle him.

Now, what are the needs for insur-

ance? The three things essential to maintain life are food, clothing and shelter. We cannot get along without food. We must have clothing for protection against the elements and for our comfort. We must have shelter for protection against the extreme elements and housing for the rearing of our families. There are always two things possible. Accident and illness! There is always one thing inevitable. Death!

It should be easy to figure out anyone's needs with an insurance program. If there are more dependents than one, the need is so much greater. It is that appraisal that you put into the prospect's mind as to his value to cover his different needs that will make him see the light of day and ascribe to your program the assistance in points.

#### Man Limited by Fear

Man is limited by fear. If you can put fear into his heart and explain to him that the paralyzing effect of worry can be eliminated by the capitalization of his life value and that he will accomplish much more by having eliminated his worries with the result that his earning power will be increased, your approach is made.

Every man is interested in two enterprises; namely, his family affairs and his vocation. The first has been pretty well covered by other speakers as to family needs. Monthly incomes solve the problem of the monthly expenses.

#### Ambition to Create Estate

The next item is the ambition a man has to create an estate. It has been explained to you before that there is only one way of creating an estate; that is, by purchasing adequate life insurance to be handed down to the future generations. There are many side issues that must be taken into consideration such as educating the children, charities, mortgage coverage for the home and for men of big affairs, protection for tax purposes. This is a subject in itself, but from the accumulation of an estate and the conservation

and the maintenance of estates the ramifications are so great that it would keep me before you for hours. I am, therefore, going to dwell just on one item—on the vocation.

#### Teaching of Economics

Economics has been taught where property values have only been considered, but the life value must be treated on the same basis. It is the human element that enters into all business that makes it a success or a failure and it should be subjected to the principle of depreciation, sinking funds, business interruptions and liquidation. This is commonly called business insurance. I am giving you the outline of how you are to draw on your imagination and get the mental vision so that you can fit the word picture to the case.

The strongest forces from any human affair are in an idea so presented that it takes hold of the intellect and the emotions of mankind. No man can be sold out of the small class unless you have taken hold of his emotions through mental pictures presented.

#### Must Believe in the Story

You must believe absolutely in the story that you are telling to your prospect to get it over. If you have no faith in the proposition yourself, how do you expect the prospect to comply with your ideas and have any faith in the proposition? It is that whole-heartedness and your belief that you are putting into his program with your sincerity of the presentation which convinces a man that you are right. A man must agree with us before we are able to admit he is a sensible person, but you must also take the other man's viewpoint. He must know that your program is a sensible program.

Ruskin said: "There is a great difference between winning money and making it. A great difference between getting it from another man's pocket into ours and filling both." In our business we are filling both.

You know we are happiest when we

are doing our best work. It is always a tragedy when circumstances prevent a man from expressing the best that is in him. The one way that you can express the best that is in you is to prepare the case before you present it. Look at it from every side. You don't wish to begin at the top and work down, but begin to work up to reach the pinnacle.

There is another subject that I wish to dwell on. That is procrastination. Procrastination is the thief of time. There have been no truer words quoted, for I see it in my own work every day. I try to see myself as other people see me. Humanity is a peculiar thing. We always want to find the easiest way. I am no exception. I have to spur myself along until I become enthused and then run along never knowing when to stop. But where many of us fail is when we have an idea that we do not follow up and do it now.

#### Illustration Is Given

I am going to illustrate that to you. You get on a street car and take a seat in the rush of entering. The seat is undesirable and you see another one more favorable to you and make a mental reservation to change. If you do not do it now you have often noticed before you get ready to change, someone else is in that seat. The same thing frequently happens in the moving picture theatres. You enter in the dark and pick the first seat. As your eyes become accustomed to the darkness you see another seat you like, but you hesitate and someone else gets it.

To get the point of vantage do it now. Don't procrastinate. I have this on my mind so much that I must get it out. I want you to do it now. We are all getting old, but how grudgingly we admit it. So if you want to accomplish the things you have uppermost in mind, do it now or someone else will beat you to it.

Many of you have asked me how I do it. I can only say in one way; my

(CONTINUED ON PAGE 8)

## THE NEW WORLD LIFE INSURANCE COMPANY

TAKES GREAT PLEASURE IN ANNOUNCING THE APPOINTMENT OF CHARLES A. McCARGAR AND KENNETH MacKAY, DOING BUSINESS UNDER THE FIRM NAME OF

**McCARGAR & MacKAY, as General Agents for Oregon**  
WITH OFFICES IN THE NORTHWESTERN NATIONAL BANK BUILDING AT PORTLAND

MR. McCARGAR HAS BEEN ENGAGED IN THE LIFE INSURANCE BUSINESS IN PORTLAND FOR MANY YEARS, HAVING BEEN SENIOR MEMBER OF THE FIRM OF McCARGAR, BATES & LIVELY, GENERAL AGENTS OF THE AETNA.

MR. MacKAY ALSO REPRESENTED THE AETNA FOR A NUMBER OF YEARS IN PORTLAND, WHERE HE IS KNOWN AS A MOST SUCCESSFUL UNDERWRITER.

BOTH OF THESE MEN ARE UNUSUALLY WELL QUALIFIED BY LONG EXPERIENCE IN AGENCY MANAGEMENT AND LIFE UNDERWRITING TO FILL THIS IMPORTANT POSITION WITH OUR COMPANY, AND IN ADDITION TO THE USUAL DUTIES OF AGENCY MANAGEMENT WILL MAKE LOANS IN THE CITY OF PORTLAND FOR THE NEW WORLD LIFE INSURANCE COMPANY ON MODERN HOMES AT 6% UNDER OUR POPULAR HOME PROTECTION MORTGAGE LOAN PLAN.

*For exceptional General Agency opportunities on the Pacific Coast write to*  
**James L. Collins, Vice-Pres. & Supt. of Agencies**  
**Spokane, Washington**

**Surplus to Policyholders**  
**\$1,839,795.57**

**Insurance in Force**  
**\$39,000,000**

**Total Admitted Assets**  
**\$6,459,269.56**

# \$254,153.<sup>54</sup> Worth of Service

*Completed proofs of death of John T. King of Bridgeport, Connecticut, insured by the International Life Insurance Company for \$250,000.00, were received at the Home Office at 4:40 on a Monday afternoon, and at 2:30 p. m. the following day a check for \$254,153.54 in full settlement of the claim was on its way by air mail.*

LAW OFFICES OF  
CHARLES STUART CANFIELD  
FIDELITY BUILDING  
CORNER STATE AND BROAD STREETS  
BRIDGEPORT, CONN.

June 11th, 1926.

International Life Insurance Company,  
St. Louis, Missouri.

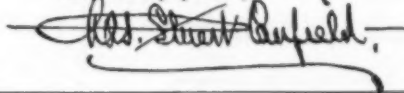
Gentlemen: In re: Policies of Life Insurance -  
JOHN T. KING.

As the attorney for Mrs. Eleanor J. King, Widow of the deceased, and Gilbert L. King, son of the deceased, I wish to express to you in their behalf our grateful appreciation for the promptness you have shown in the settlement of the two policies of life insurance aggregating Two Hundred Fifty Thousand Dollars, and more particularly do we appreciate the courteous attention and consideration you have extended to us in this matter and this is all the more commendatory in view of the fact that you are located some twelve hundred miles away from this City. I think I can truthfully say that in all my professional experience, covering some forty years, I cannot recall but one other instance where I have received more courtesy and more promptness than your company has shown in this case.

It is just one week ago to-day that I forwarded the necessary affidavits to you at your St. Louis address and within a week you have settled the claim in full. This action certainly deserves on our part our cordial appreciation and we gratefully accord it to you.

I remain,

Very truly yours,



CSC/UIS

*A Company Willing to Pay the Price Required to Give Service*

## International Life Insurance Co.

St. Louis, Missouri

W. K. WHITFIELD, President

DAVID W. HILL, Vice-President

W. F. GRANTGES, Vice-Pres. and Gen'l Mgr. Agents



## How Much are You Worth



Here is Mi-Reference, the modern up-to-date, record for personal affairs. A beautifully bound, loose-leaf book of a dozen, concise forms. But it isn't a record alone—it's a veritable treasure house of your most prized possessions—an intimate companion that is the confidant of all your affairs.

Between its covers you can read the story of your successes in life. It will show you yourself as your banker sees you. It will measure you in accurate figures. It will mirror your exact financial status at all times.

When you buy a block of U. S. Steel—or some New York Central 5's, Mi-Reference lists all the details for you. When you borrow \$5,000.00 from the Building and Loan, or lend Tom Brown \$500.00 Mi-Reference won't let you forget about it.

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### THE NATIONAL UNDERWRITER 1362 Insurance Exchange, Chicago, Ill.

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**200 SPECIALISTS GATHER THE INFORMATION THAT APPEARS IN THE NATIONAL UNDERWRITER.**

## FIGURES ON SIX MONTHS' BUSINESS SHOW GOOD GAINS OVER LAST YEAR

**R**EPORTS on new business paid for in the first six months of 1926, together with the new business paid for in the first half of 1925, and the increase in the amount of insurance in force since Dec. 31, 1925, as sent by the various companies in response to the request of THE NATIONAL UNDERWRITER, show very satisfactory gains in most cases. For the most part the figures are closely approximated, as exact figures are not yet available in the majority of cases. Following are additional reports sent in this week:

	New Paid Bus., 1926	New Paid Bus., 1925	Inc. in Ins. in Force
American Life, Mich.	\$ 8,297,944	\$ 6,440,298	\$ 4,382,507
Atlantic Life	11,251,838	12,495,438	4,947,704
Bankers Life, Ia.	65,407,481	73,944,535	36,000,000
Colonial Life, N. C.	780,000	.....	.....
Columbian National, Mass.	19,187,500	17,505,049	7,650,000
Commercial, Mo.	416,951	250,024	86,204
Conservative Life, Ind.	2,635,257	2,432,533	785,506
Federal Life, Ill.	18,000,000	5,500,000	13,000,000
Federal Union, Ohio	4,618,059	4,201,201	1,750,000
Great Northern Life	3,427,454	3,207,383	1,687,535
Great West Life, Can.	29,042,783	31,739,168	17,945,180
Home Life, Ark.	5,157,448	4,562,561	3,204,386
Kansas City Life	43,396,673	33,075,418	29,185,000
Liberty Life, Ill.	1,970,989	2,244,250	485,858
Life Insurance Company of Va.	32,078,772	28,145,696	2,689,442
Manhattan Mutual, Kan.	970,500	1,501,682	.....
Midland Life, Mo.	5,660,382	4,810,827	3,413,668
Missouri State Life	67,790,317	64,936,140	19,044,141
Mutual Life of Baltimore (ord.)	7,219,000	2,868,000	5,100,000
Mutual Life of Baltimore (indust.)	33,074,402	34,500,000	6,200,000
Mutual Trust Life, Ill.	11,101,744	9,544,409	.....
New England Mutual	63,381,109	59,197,477	41,399,539
North American Life, Can.	*14,937,117	*13,703,045	7,222,757
Northwestern Mutual	183,346,988	185,163,189	118,224,429
Philadelphia Life	7,010,101	6,047,545	2,116,792
Reserve Loan Life, Ind.	11,979,092	9,683,243	4,491,137
Rockford Life, Ill.	3,999,427	2,947,876	2,164,263
Standard Life, Pa.	3,019,995	1,700,643	.....
Sun Life, Canada	122,869,000	92,100,000	115,000,000
United Friendly Life, Tex.	3,133,100	3,597,403	1,598,405
Victory National, Fla.	3,079,134	2,540,398	5,645,647
Volunteer State, Tenn.	9,640,544	8,703,511	4,063,067
Western & Southern	105,152,719	70,571,372	50,491,306

\*New issued business.

### LIFE INSURANCE AND VISION (CONTINUED FROM PAGE 6)

enthusiasm carries me away and possibly carries away the applicant. Some men never know when they have sold a client. They talk too much and never give the client the opportunity to talk himself into the case. Forget yourself. Think of the other man's interest, be unselfish and honest and don't be afraid to call a spade a spade. Rather ruin the case for yourself and make it good for the next man that comes in, because you have lost it anyway, than misrepresent yourself or your service.

### Rule on Premium Classification

WASHINGTON, D. C., July 14.—The board of tax appeals at Washington has ruled that only the amount of premiums paid out of earnings by a corporation on life insurance for its officers in excess of that part which is applicable to pure term insurance should be included in investment capital as earned surplus. The case before the board was that of E. J. Gallaher Realty Company of Baltimore, which had insured its officers with itself as beneficiary. In fixing its income statement, the commissioner excluded from the investment capital for 1919 and 1920 the cost of the policies and included only their cash surrender values. The company contended that the entire amount of premiums should be included in invested capital as the purchase price of an asset. The ruling of the board now holds, however, that only that part about the pure term insurance should be included.

### Bankers Life Breaks Records

Records for a single day's and a single month's business by the Bankers Life of Iowa were broken when the company closed its books for June, the last day of "president's month" in honor of Gerard S. Nollen, head of the company. The new record for one day is \$4,345,900, a gain of \$2,428,370 over the previous best day, and the new mark for a single month is \$23,353,342. This total is a gain of \$1,273,035 over June, 1925, the previous best month.

A goal of \$20,000,000 was set for "president's month." The effort to break the one day's record was voluntary on the part of the agents. The previous best day was June 1, when \$1,917,-

530 was reported. (On June 30, 1,100 applications were received, compared with 599 applications on June 1. Of the new month's record, Iowa agencies wrote \$3,686,500.)

The DeForest Bowman agency in Chicago led the company with a total paid business of \$1,339,000. The Fred Murrell agency of Pittsburgh was second with \$1,094,000 and the Rogers agency of Cedar Rapids was third with \$920,000. The Johnson agency of Milwaukee was fourth and the Storer agency of Indianapolis was fifth.

### Women on Convention Committee

The growing importance of women in the field of life underwriting has been recognized by the appointment of two Philadelphia women to the international convention committee—Mrs. Laura B. Patrick of the New York Life and Mrs. R. L. Dermody of the Massachusetts Mutual. Both are leading producers of their respective companies.

A third woman who will play an important part at the international convention at Atlantic City, Sept. 15-17, is Mrs. Sara Miller of the Fidelity Mutual, president of the Atlantic City Life Underwriters Association.

### Monarch Life Licensed

The Monarch Life of Springfield, Mass., running mate of the Monarch Accident, with a capital of \$300,000 and chartered under the insurance laws of Massachusetts, has been licensed in that state, dating from July 6. The company will write life insurance, pure endowment and annuities, on the stock company plan.

The directors and officers of the company are: President, Clyde W. Young; vice-president, Gurdon W. Gordon; secretary, Carleton E. Nay; additional directors, Charles H. Munsell, D. E. Miller and Fred E. Eldred.

### Reports Excellent Business

The Mutual Trust Life of Chicago reports material gains in business this year, with special increases in production in June. The company showed a gain of 32 percent in June over the corresponding month of 1925. The company has shown a substantial gain each month this year and in the first six months paid for \$11,065,644, compared with \$9,544,409 for the first months of 1925, a gain of 16 percent.



## WHAT OF THE FUTURE?

The Equitable Life Assurance Society has openings for agents all over the United States—not for those who are representing other Companies, but young men who have had some business experience but who may know nothing as yet about life insurance.

The Equitable is ready to negotiate with such men because they have nothing to unlearn about life insurance; and in order that their training from the very start may be in accordance with Equitable ideals.

And the Equitable gives those who are commissioned to represent it in the field a training that enables them to render good service to the public, and at the same time earn liberal incomes for themselves.

The successful man must be a master of his trade, and the Equitable makes professional life underwriters of those who are willing to learn.

Its Managers at central points are charged with the duty of guiding and instructing them; each one is given the privilege of studying a *Correspondence Course* which is regarded as more complete and effective than any course heretofore promulgated; expert teachers are constantly traveling over the United States gathering the agents together at central points for intensive training.

There is an Equitable Policy for every insurance need, and the Society supplies its agents with all useful tools for their work, sending them attractive illustrated booklets, canvassing documents of various kinds, and striking advertising forms.

The name *Equitable* is a household word in every community. Life insurance is a necessity and the demand for it is constant. With such a company back of them, young men of *integrity, intelligence, and industry* can be *sure of a prosperous career*.

Are you in a position that yields support but offers no definite prospect of future success and advancement? If so, you will find it worth while to discover what the Equitable can offer, and what opportunities can be given to enable you to establish a high reputation, and if you are prudent build up a substantial fortune.

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THE EQUITABLE LIFE ASSURANCE  
SOCIETY OF THE UNITED STATES

# Hold the Business

**A** LAPSE happens at the wrong time. It leaves the policyholder and his family to face unknown conditions. It takes away at one sweep an inheritance that is justly due those left behind.

A lapsed policy is a tragedy. It means that the policyholder has lost faith in his ability to provide. It is an admission that he hasn't sufficient confidence to believe himself capable of earning enough to safeguard the interests of his loved ones. The arguments that made it wise to take out the insurance apply with greater force now. His responsibilities have increased, and the cost of insurance at his age is greater. Perhaps he cannot get another policy.

The majority of lapses can be saved by an appeal to reason, but if a policyholder persists in his attitude let him tell his wife and see whether she is satisfied to be left without life insurance.



## The Prudential

Insurance Company of America

EDWARD D. DUFFIELD, President

Home Office, Newark, New Jersey

## Analyzing Success

A cross section of the 66th Annual Statement which shows, by growth, safety and low net cost, why the Guardian ranks as one of the strongest of the strong companies.

NEW BUSINESS, about 50% gain.....	\$ 66,857,528.00
INSURANCE IN FORCE, 16% gain.....	290,912,305.00
ADMITTED ASSETS .....	51,866,771.92
LIABILITIES .....	45,836,814.05
SURPLUS AND DIVIDEND FUND,	
13% of Liabilities.....	6,029,957.87
1926 DIVIDENDS SET ASIDE,	
25% increase .....	1,983,000.00

The Guardian is growing more rapidly than most old line companies, and in a way that offers unusual opportunities to men of the right calibre. For information, write T. LOUIS HANSEN, Vice-President

**THE GUARDIAN LIFE INSURANCE COMPANY OF AMERICA**  
Founded 1869 under the Laws of the State of New York  
50 UNION SQUARE, NEW YORK

## DETAILS OF PROGRAM

### MANY INTERESTING FEATURES

#### American Life Convention Announces Events of Its Meeting and That of Legal Section

The detailed program of the forthcoming annual meeting of the American Life Convention to be held at the Book-Cadillac hotel, in Detroit, Sept. 1-3, has been announced. It is as follows:

##### Wednesday, Sept. 1, 10:30 A. M.

Addresses of Welcome—Alex J. Groesbeck, Governor of Michigan; John W. Smith, Mayor of Detroit; N. P. Hull, President Grange Life, Lansing, Mich., and President Michigan Life Company Officers' Association; J. J. Mooney, President Michigan Mutual Life of Detroit.

Annual Address of President—H. B. Arnold, President and General Counsel, Midland Mutual Life, Columbus, Ohio.

Annual Report of the Secretary.

##### Afternoon—2:30 O'Clock

"The Junior Association and Its Relation to the American Life Convention."—James W. Stevens, II, Agency Vice-President, Illinois Life.

"Policy Settlement Agreements."—John A. Reynolds, Assistant Vice-President, Union Trust Company of Detroit; Frank W. McAllister, General Counsel, Kansas City Life.

Evening—Annual Banquet.

##### Thursday, Sept. 2, 10 A. M.

"Safety Paramount."—Frank P. Manly, President, Indianapolis Life.

"Some Aspects of Canadian Legislation."—R. Leighton Foster, Superintendent of Insurance, Toronto, Ontario.

##### Afternoon—2:00 O'Clock

"Fundamentals in Home Office and in the Field."—F. M. Sanders, Secretary, Bankers Life Insurance of Nebr.

"The Life Insurance Salesman of the Future."—W. T. Grant, President, Business Men's Assurance of Kansas City, Mo.

Executive Session 3:00 O'Clock.

##### Evening

Moonlight boat ride and dancing party on Detroit River and Lake St. Clair, starting at foot of Griswold Street, White Star Line Steamer Tashmoo at 8:30 o'clock.

##### Friday, Sept. 3, 9:30 A. M.

Reports of Committees.

Unfinished Business.

New Business.

Election of Officers.

Adjournment.

##### Legal Section Program

The legal section will meet at the same place Aug. 30-31. W. S. Ayres, general counsel of the Bankers Life of Iowa, is chairman of the legal section and A. D. Christian, counsel of the Atlantic Life of Richmond, Va., is secretary. The legal section's program is as follows:

##### August 30-31

"Premiums Paid by Checks."—John M. Atkinson, General Counsel, International Life, St. Louis.

"Legal Relation Existing Between the Company and the Medical Examiner."—Arnold Hobbs, General Counsel, Northwestern National Life, Minneapolis.

Subject to be Announced—L. L. Bomberger, General Counsel, Northern States Life, Hammond, Ind.

"As to When and Whether Courts Would Take Judicial Notice That a Certain Disease Increases Risk or Losses Under a Policy of Insurance."—Jelks H. Cabaniss, Counsel, Protective Life, Birmingham, Ala.

"Liability of a Life Insurance Company to a Third Person Caused by the Negligent Acts of a Soliciting Agent."—Arthur S. Lytton, Assistant Counsel, Security Life, Chicago.

"Does the Soliciting Agent of a Life Insurance Company Come Within the Provisions of the Employer's Liability Acts of the Various States?"—Fred L. Aldrich, General Counsel, American Life, Detroit.

"Review of Life Insurance Decisions of the Year."—Wm. Ross King, Editor, American Life Convention Legal Bulletin, Omaha, Nebr.

Discussants—Burton P. Sears, General

## BIG CONVENTION HELD

### AMERICAN NATIONAL MEETING

#### Galveston Company Holds Three-Day Program at Home Office for Leading Producers

The annual convention of the American National was held in Galveston, Tex., July 8-10. The first day was devoted to a general get-together meeting, followed by a big beach party. Friday was devoted to a general business meeting. The address of welcome was given by Frank S. Anderson, general counsel of the company, and the response by Earl C. Pollard, agency instructor, Dallas. In the course of his remarks, W. J. Shaw, secretary of the company and chairman of the meeting, referred first to the company progress year by year, pointing out the substantial gains amounting to around 400 percent increase in insurance in force the last six years. His suggestion for the slogan of "\$400,000,000 in '27," was enthusiastically received and adopted by the convention. His remarks on the increase in the efficiency of the field force, the vision and purposes, and the definite plans for the future as outlined by the management preceded the introduction of Judge Anderson.

Earl C. Pollard in his address voiced the sentiment of the field men, indicating their loyalty to the management, and their determination to work harder in the future and as in the past to reach the goal in half the time allotted. Following these talks the various officers and department managers were introduced, each of whom briefly discussed problems affecting their respective departments.

##### Held Separate Sessions

Friday afternoon the industrial representatives and the ordinary representatives met separately. At these meetings numerous inspirational talks were featured, dealing with such subjects as "Life Insurance as a Profession," "Selling Slants," "Net Results," "Training New Agents," etc. The company has been writing group insurance and also writing non-medical for more than one year, and this, together with the various new policies, elicited much favorable comment. More than 500 guests attended the banquet Friday evening. The entire evening was given over to an exceptionally interesting vaudeville program and dance.

Saturday morning an early home office informal reception was enjoyed by nearly all of the delegates, who took this occasion of looking through the home office building, printing plant and new annex, and viewing Galveston and surroundings from a splendid vantage point on the roof of the building. Immediately following the reception, boats chartered for the occasion took the delegates out for a cruise around the bay and gulf. Then all dispersed in pursuit of different lines of amusement.

Counsel, National Life U. S. A.; Allan BroSmith, Assistant Counsel, Travelers; C. B. Robbins, President and General Counsel, Cedar Rapids Life.

##### Insurance Almanac Is Issued

The "Weekly Underwriter" has issued the 1926 edition of the Insurance Almanac and Encyclopedia. This is one of the standard reference books in the insurance business, and a most valuable compendium of information. It lists all companies, life, fire and casualty, stock, mutual and reciprocal, with their officers and a brief history. In addition all organizations of companies and agents, including local organizations, are shown with their officers. One of the valuable sections is the "Who's Who in Insurance," in which a brief sketch is given of the more prominent men in the insurance business. The Almanac is full of valuable information arranged in a most accessible form. It is issued by the "Weekly Underwriter," 80 Maiden Lane, New York City, and the price is \$3.

**HONOR G. I. COCHRAN****PAY TRIBUTE TO PRESIDENT**

Chief of Pacific Mutual Life Given  
Testimonial on Celebration of  
20th Anniversary

On June 29 George I. Cochran celebrated his 20th year as president of the Pacific Mutual Life. As a tribute to Mr. Cochran the home office and field organization combined to put across the biggest special effort in the history of the company. The first 20 days of June were designated for the Cochran Vicennial campaign, for production in which brief period the agents in the field were allotted the huge sum of \$20,000,000 of new business to be settled for.

**Had Record Month**

When the campaign had progressed to almost the 20th day, it was decided to attempt to make the month of June the biggest in the history of the Pacific Mutual. The final outcome of these two efforts testify most eloquently to the loyalty, enthusiasm and perseverance and the very general interest displayed throughout the country in the event.

At the close of business on June 30, the life department accounted for a total for the Cochran Vicennial Campaign, of \$16,464,655, and this figure plus the volume for the same period to the credit of the accident department of \$4,455,640, amounts to a total of \$20,920,295. In other words, the excess over the quota amounted to \$920,295.

The total new life business for the month of June amounted to \$20,472,400, represented by 4507 applications, making this the record month in the history of the company. In comparison with October, 1923, when the previous high record of 4,356 applications for a total of \$15,615,000 was made, June, 1926, shows a gain of 151 applications and an increase in volume of \$4,857,400, or an excess of 31 per cent.

With respect to "non-can" premiums, the record for June covers 1,455 applications with premiums amounting to \$111,861. March, 1923, held the previous high record in this classification, the figures for that month being 968 applications, with a total of \$77,207 in premiums. The June record shows a gain in "non-can" applications of 487 and an increase in total premiums of \$34,654.

**Russell Agency Led**

The outstanding agency achievement in connection with the Cochran Vicennial campaign was the result accomplished by the John Newton Russell home office agency. With a total of \$5,784,456 it exceeded its quota of \$4,188,000 by \$1,596,456. The total June, 1926, business of this agency amounted to \$6,351,769 and created a new high record. Its largest previous month was October, 1924, with a total of \$6,241,516, which was \$110,253 less than the mark reached in June, 1926.

In the field of individual production the leaders were Danford M. Baker, Jr., and Rutherford D. Moore, each with a volume to his credit of approximately \$750,000. It is an interesting fact that during the Vicennial Campaign 335 of the company's agents each produced over \$20,000 of new business.

**Bankers Life Disability Claims**

Tuberculosis, followed closely by accidental injuries, heads the list of causes for which total and permanent disability claims have been granted by the Bankers Life of Iowa since the company has been writing that type of insurance.

There were 125 claims from tuberculosis granted, and 92 for accidental injuries, most of which were from automobiles. Insanity was third with 44, followed by rheumatism with 40.

**ILLINOIS LIFE INSURANCE CO.****CHICAGO****JAMES W. STEVENS, Founder****The Ideal Agency Officer**

THE ideal agency officer is one who knows his company from the ground up—thoroughly knows and has confidence in his superior and fellow officers, and having this information and this intimate acquaintance is willing to stand by that company and those officers just as loyally and steadfastly as though he himself was personally and solely responsible for every existing condition and every action taken.

He must be a sincere man, a man who in his dealings with agents has the ring of sincerity and fair dealing, showing equal favor to all and unequal opportunities to none.

He must be deeply appreciative of the difficulties which confront the man behind the rate-book, and from the well of his own practical experience and knowledge be able to counsel wisely and advise intelligently on all the multitude of big and petty problems and disputes which are forever coming up in an active agency organization.

He must be a man of quick and positive decisions, and his oral promise once given must be as binding as though reduced to writing.

He must be intimately acquainted, but not grossly familiar, with his agents.

He must be big enough to frankly acknowledge such mistakes as he may make, to take upon his own shoulders a great part of the blame for an agent's lack of success, and so constituted temperamentally as to be burdened without irritation with the thousand and one little complaints and troubles of the men who compose the agency organization.

In brief, the successful head of an agency department is the "Little Father" of the organization, and upon his patience, forbearance and good counsel, and the degree of respect and confidence he enjoys of the men under him, depends the success and the strength of the producing force.

From address of R. W. STEVENS, President,  
Illinois Life Insurance Co., Before Life  
Agency Officers Association, Chicago,  
November, 1925.

**Illinois Life Insurance Co.**  
**CHICAGO****JAMES W. STEVENS, Founder****Greatest Illinois Company****1212 Lake Shore Drive****The Illinois Life is The Dean of the Illinois Legal Reserve Companies**



## Security—

When the Mutual Benefit was organized in 1845 there were only a few Life Insurance Companies in the United States. Through the Wars, Panics and Epidemics of all these years, it has always stood safe and secure as a foremost disciple of Pure Life Insurance.

### The Mutual Benefit Life Insurance Co. Newark, N. J.

Organized 1845

## A Hearty Welcome!

The great City of Philadelphia is host to the Nation during these months of celebration of the one hundred and fiftieth anniversary of the signing of the Declaration of Independence, and it is commemorating that momentous event by a Sesqui-Centennial Exposition of notable character, which is the historical successor of the Centennial Exposition of 1876.

The Home Office of the Penn Mutual is on famous Independence Square in Philadelphia, facing Independence Hall, where the Declaration was signed and where hung, and now reposes, the sacred Liberty Bell. We have a hearty welcome for life underwriters who are visitors to Philadelphia during these festival months.

### The Penn Mutual Life Insurance Company Philadelphia, Pa.

Organized 1847

If	If
Territory does make a difference	You are a producer
If	If
Close co-operation is necessary	You believe in yourself
If	If
A friendly interest is needed	You want a REAL job

Write or wire

S. M. CROSS, President

## COLUMBIA LIFE INSURANCE COMPANY

Cincinnati, Ohio

### INCORPORATED 1871 LIFE INSURANCE COMPANY OF VIRGINIA

Issues the most liberal forms of ORDINARY Policies from \$1,000.00 to \$100,000.00 with premiums payable annually, semi-annually or quarterly

and INDUSTRIAL Policies up to \$1,000.00 with premiums payable weekly

CONDITION ON DECEMBER 31, 1925

Assets .....	\$ 48,562,687.48
Liabilities .....	39,940,082.35
Capital and Surplus .....	6,622,575.15
Insurance in Force .....	292,834,191.06
Payments to Policyholders .....	5,392,156.76
Total Payments to Policyholders since Organization .....	\$ 33,176,371.91

JOHN G. WALKER, President.

## CLAUSE WAS DEFINED

### DECISION WAS HANDED DOWN

Kings County Supreme Court Holds  
Company Must File Claim Within  
Two Years of Date

NEW YORK, July 15.—A clearer definition of the incontestability clause in life insurance policies is given in the decision in the case of Malnati vs. Metropolitan Life, handed down by the supreme court of Kings county last week. The decision held that the two year term as mentioned in the incontestability clause is not necessarily limited to the life of the insured. The company must bring claim within two years of the date of the policy or it loses its right of contestability. The decision of the court read in part as follows:

#### Words Are Omitted

"The insurance law, as amended by chapter 407 of the laws of 1921, provides that a life insurance policy shall not be issued or delivered unless it contains certain 'standard provisions,' among which is a provision 'that the policy shall be incontestable after it has been in force during the lifetime of the insured for a period of two years from its date of issue except for non-payment of premiums.' In the clause in the present policy the words 'during the lifetime of the insured' are omitted. The question for determination is whether or not the omission of these words in the policy changes what would otherwise be the plain meaning of the clause. By the provision for standard provisions in life insurance policies the legislature intended to safeguard the rights of the insured as well as to protect the insuring company. The policy here involved was the contract between the parties, and the defendant company saw fit to depart from the form prescribed by the legislature. If the construction that I place upon the clause in the contract be correct it injures to the benefit of the insured, and necessarily was an inducement to the insured to make a contract.

#### Death Cannot Matter

"The words 'in force,' both in the standard provision and in the present policy, are used in the ordinary sense that every contract or instrument is in force between the parties until abrogated or rescinded either voluntarily or in some judicial proceeding. In my opinion the words as used here do not refer to the life or death of the insured. If we assume that they do so refer, that is, that the policy ceases to exist as a policy and is no longer in force upon the death of the insured, then the words 'during the lifetime of the insured' add nothing to the words 'in force,' which preceded them. If the policy ceases to be in force upon the insured's death before the expiration of two years, then it cannot be in force for two years either during the lifetime of the insured or otherwise, and the words add nothing to the effect of the preceding words. If, however, the view that I adopt, that is, that the policy remains in force after the death of the insured, then the words 'during the lifetime of the insured' accomplish a definite result.

#### Incontestable After Two Years

"If the provision of the standard policy be assumed without these words, then, if the policy is in force after the death of the insured, it follows that the company could contest it only from the period of such death until the expiration of the two-year period; but when the words referred to are added, then whenever the insured dies within two years the policy becomes contestable at any time in the future. The period of contestability is no longer limited to two years, while the effect of their omission is to make the policy contestable only during the period of two years. Since the defense of fraud is here raised in an action begun after two years, a contest

## GIVE VIEWS ON GROUPS

### GROWTH OF BUSINESS SHOWN

W. J. Graham of the Equitable Life of  
New York Makes Observations  
On This Class

W. J. Graham, second vice-president of the Equitable Life of New York, who is regarded as one of the best posted men in group insurance, made the following comment as to that class of business:

"There is no question but that the principles of group insurance have been proved sound. The first of these was that selection by an employer can safely be substituted for selection by medical examination. The second is that a satisfactory age distribution of policyholders can be secured by the same sort of selection. The third is that through group insurance a premium is practically fixed at the level of one year term rates for a low age, which would rise rapidly in the case of one individual. We have found that the groups we insure do not vary much in average age from year to year. And finally the group scheme is an adaptation of mass methods to industrial conditions dominated by masses. All of these have been borne out satisfactorily in our experience.

#### Experience Is Satisfactory

"So satisfactory has been the experience that many companies have entered the field and brought about a period of keen competition. Signs of danger in this have forced the formation of a group association, to which ten American and Canadian companies now belong, and the fixing of minimum rates, with the result that the force of competition has been thrown where it belongs—on efforts to reduce costs.

#### Realignment of Giants

"Most interesting of the results of group insurance, however, has been the realignment of the 'giants.' A few years ago there were three so-called giants among the companies, the Mutual of New York, the New York Life and the Equitable. Group insurance is changing conditions so that in the future it seems as if the giants are to be precisely those companies who have the largest volume of group business. The tail, having grown up, is beginning to show signs of wagging the dog."

has been raised after the policy had been in force more than two years, which cannot be done. The defendant company was not otherwise without a remedy for the reason that it might have disclaimed the policy within the two year period."

#### Continental's Good Gain

The Continental Life of St. Louis for the first half of this year shows an increase of 51 per cent in paid for business compared with the same period in 1925. President Melson has set a goal of 50 per cent increase in business each year over the preceding year and his agency organization has been maintaining that pace consistently since 1926 opened. The company has agents in thirty-five states.

#### Woman on Legal Staff

Miss Hilda F. Deyoe, recently appointed to the legal staff of the Metropolitan Life, is the first woman lawyer to receive this distinction. Miss Deyoe was graduated from the law school of New York University in June, 1925, and passed her examinations for the bar the same month. Upon completing the necessary one year's clerkship, she was admitted to practice in that state.

For the past three years Miss Deyoe has been secretary to William J. Tully, general solicitor of the Metropolitan.

## OUTLINE OF COURSES

### GIVE EDUCATIONAL TRAINING

Committee from the Cincinnati Life Underwriters Association Reports  
On Its Proposed Work

The report of the committee on education of the Cincinnati Life Underwriters' Association should be of interest to other groups of life agents. It has followed what appears to be a departure from the previously accepted three R's of life insurance education and has for its ultimate purpose the hastening of the day when life insurance men must be professional in the eyes of the law as well as fact. The following paragraphs are the report:

Realizing the necessity of a well-trained man in the profession of life insurance, the Cincinnati Life Underwriters' Association has felt for some time that it would like to give the members of the insurance fraternity an opportunity to take courses which would tend to give them a broader outlook on life, and better equip them to pursue their vocation. Other associations throughout the country, and the National association, are striving for a course of study which will eventually be required of all men entering the life insurance business.

#### Report Is Submitted

With this idea in mind, the committee on education wishes to submit the following report, which is the result of conferences with Dr. R. A. Stevenson and Dr. V. H. Drufner of the University of Cincinnati. This is a proposed course for a certificate to be given by the University of Cincinnati and the Cincinnati Life Underwriters' Association. In addition, various phases of life insurance thought will be embodied in

the regular courses at the University, outlines of which have not yet been completed. (The courses will be held at night.)

#### First Year:

1. Effective Speaking in Business, 1½ hours a week. (First and second semesters.)
2. Wills, Estate, Trusts and Taxation, 1½ hours a week. (First semester only.)
3. Business Administration, 1½ hours a week.
4. Probate Court Practice.
5. Intestate Laws.
6. Laws of Descent and Distribution.
7. State Property Tax.
8. State and Federal Inheritance Tax.
9. Federal Income Tax.
10. External Organization:
  - a. Formation.
  - b. Legal Status.
11. Internal Administration:
  - a. Accounting.
  - b. Finance.
  - c. Marketing.
  - d. Production.

#### Second Year's Work

##### Second Year:

1. Investments, 1½ hours a week.
2. Stocks and Bonds.
3. Building Associations.
4. Mortgages.
5. Contemporary Problems in the United States, 1½ hours a week—1 year. (Designed to give a general view of the leading problems, domestic and foreign, which confront the people of the United States.)
6. Leading Economic and Social Problems.
7. Relation of Business to Politics.
8. United States and World Problems.
9. Principles of Economics as They Pertain to Life Insurance, 1½ hours a week—1 year. (Designed to explain life insurance in its relation to economics, finance, sociology, wills, trusts and taxation.)

#### Summer Course Given

Summer—August 22 to Oct. 1, 1927:  
Principles and Practice of Life Insurance and Salesmanship, Dr. Chas. J. Rockwell, five mornings a week—six weeks.  
Practical Life Insurance Salesmanship. Functions of Life Insurance. Case Analysis and Sales Preparation.

## DECISION IS IMPORTANT

### INVOLVES CREDITORS' CLAIM

Iowa Case Decided for Beneficiaries,  
Keeping Insurance from Creditors,  
Unless Fraud Is Proven

Creditors of the late Will R. Jayne have lost the first inning of their fight to obtain the sum of \$62,000 from life insurance policies which has been collected by Jayne's administrators. Judge A. P. Barker, in district court at Muscatine, Ia., granted the administrator authority to distribute the amount to the estate of the late Stella M. Jayne, Jayne's widow and to the guardian of their daughter, Edith Jayne.

It is believed that the case will set a new Iowa precedent as neither counsel nor judge were able to find any previous rulings on such a point by the supreme court. An appeal is expected.

#### Fraud Only Chance

Judge Barker left the creditors an opportunity to recover, however, if they can bring into court evidence tracing the trust funds which they allege Jayne embezzled and used to pay premiums on the insurance policies. If they can

Principles of Life Insurance and Salesmanship.  
Policy Structure and Underwriting Practice.

Science of Life Insurance.  
Students having covered the above subjects will receive credit toward the certificate, either by examination covering the material or upon presentation of credits.

The tuition will be \$20 for the first course and \$10 for each additional course for students who are residents of Cincinnati. For non-residents, it will be \$30 for the first course and \$10 for each additional course. The summer course will be \$100 for all students.

prove this, they may claim the insurance thus purchased as their own. Judge Barker states much of the argument in the case revolved about the construction of a clause in Jayne's will, directing the payment of his just debts, to determine whether that should govern the distribution of the insurance proceeds. The creditors, who unsuccessfully resisted the administrator's application, hold allowed claims against the estate that total \$180,000.

Jayne was a prominent Muscatine attorney. His body was found in an Illinois slough near Muscatine on June 6, 1924, under conditions that indicated accidental death. Insurance companies, which had issued him accident policies, set up a claim of suicide, but in the first lawsuit to be tried, the Travelers Insurance Company lost its fight to prevent payment of a \$15,000 accident policy, and the other companies decided to settle. This settlement is now being effected, involving policies whose face values total approximately \$80,000.

#### Passes Two Million Mark

The Central States Life of St. Louis passed the \$2,000,000 mark in June and for the first six months of this year shows a nice increase over the same months in 1925. The period June 21 to July 21 has been designated McVoy Month and every agent has been urged to produce some business in honor of the company's president.

#### Atlantic Life's Big Month

The Atlantic Life reports that June, observed as policyholders service month, was the largest paid business month to date in 1926. Applications were submitted on 952 lives for a total of \$3,743,201. This was a 38.2 per cent increase in applications submitted, as compared with June, 1925. Of the insurance issued during June 22.8 per cent was on the lives of Atlantic policyholders.

# SPRINGFIELD LIFE SERVICE



Agents in the field service of the Springfield Life Insurance Company will find the co-operation extended by the Home Office both helpful and profitable.

For instance—

A Prospect Bureau that really functions is among the practical field aids operated under the direction of the Company's Agency Department.

Also and equally important—

Business will be accepted from all present policyholders, more than 70,000 of them, and from members of their families, on the Non-Medical basis.

*All Standard Policies are written, with or without Total and Permanent Disability, Premium Waiver and Double Indemnity.*

**THE COMPANY'S PREFERRED ORDINARY LIFE POLICY  
IS A BIG SELLER**

**Business in Force, \$80,000,000**

**Admitted Assets over \$6,000,000**

**Surplus Funds over \$600,000**

**GOOD OPENING FOR LIVE AGENTS**

**SPRINGFIELD LIFE INSURANCE COMPANY**

Home Office:  
**Springfield, Ill.**

C. HUBERT ANDERSON, Supt. of Agencies

A. H. HEREFORD, President



## CONFERENCE PLANNED

### WILL MEET IN ANNUAL RALLY

**Southern States Life Agency Conference to Be Held at Philadelphia July 20-22**

ATLANTA, GA., July 14.—The Southern States Life of Atlanta has completed arrangements for the annual session of the Anniversary Club of the company, to be held in Philadelphia July 20-22. A three day business session has been arranged, well interspersed with entertainment, including visits to the Philadelphia exposition. Joe W. Vinson of Georgia is president of the club this year, leading in production for the year, and G. W. Williams of Florida is vice-president. The regional vice-presidents named by production, are as follows: J. F. Collins, Alabama; D. E. Hendrix, Florida; L. L. Carrington, Georgia; John E. Whisonant, South Carolina; W. M. Higgs, Tennessee; L. A. Hammer, Texas; L. D. Brandenburg, Kentucky; M. J. Fortier, Louisiana.

The business program for the three day session is as follows:

#### First Day

Address by the retiring president.  
Address by the president for 1926-27.  
Address of welcome by Wilmer L. Moore, president of the company.  
"Howdy" by F. N. Julian, superintendent of insurance of Alabama.  
"Southern Life Insurance Companies," by F. M. Speakman, consulting actuary of Philadelphia.  
"Profitable Advertising," by Seneca M. Gamble, manager of the insurance service department.  
"Life Insurance Not Strictly a Man's Vocation," by Mrs. Jno. R. Carns of Alabama.

#### Second Day

"Questionnaire on Policy Contracts," conducted by Wilfred S. McLeod, manager of agents. Discussion by all members.  
"Steps of a Sale," by Henry M. Powell, superintendent of agents, followed by a discussion by all members.

#### Third Day

"Insight as to Medical Selection," by Dr. Chas. E. Waits, medical director.  
"Lapses," by W. R. Halliday, vice-president and actuary, followed by discussion of all members.  
Open forum.

### Guaranty Life's Big Month

The Guaranty Life of Davenport reports issued business of approximately \$1,250,000 in June, the largest single month's business in the history of the company. The month was dedicated to Lee J. Dougherty, secretary and general manager. The Guaranty Life has now about \$38,000,000 insurance in force.

### American Life Figures

The semi-annual statement of the American Life of Detroit shows assets \$11,103,300, capital \$200,000, net surplus \$227,800, contingency fund \$266,926, policyholders surplus \$694,725, insurance in force, \$80,192,033.

### Chicago National's Big Month

The Chicago National reports having received 434 applications for life insurance in June, which month was designated "Johnson Month" in honor of its agency manager, A. E. Johnson. Total business written was \$1,512,000.

### Berlet Gets "Roosevelt" Prize

Jack Berlet of Philadelphia, chairman of publicity for the international convention of life underwriters, was recently awarded first prize—a bust of Roosevelt—for the greatest number of "boys" present at the father and sons' dinner of the Loyal Knights of the Round Table at Philadelphia. "Jack," who is general agent for the Guardian Life in Philadelphia, says that the "boy," all

## LIFE INSURANCE WORK OFFERS MANY EXCELLENT INDUCEMENTS

J. H. ROSE of Houston, Tex., general agent of the Reliance Life, spoke at the company's convention in Pittsburgh. Mr. Rose was formerly in school work. He said that he felt that it was a mistake for any person reaching the age of 50 to be continued in school teaching because at that time one is not adapted to taking care of children in a sympathetic and progressive way. Mr. Rose said that this fact faced him, as did the realization that in school work the remuneration is comparatively small. Mr. Rose said that it is very difficult for a school teacher to lay aside sufficient money to take care of himself in his older years. The tendency of the times is to retire teachers much earlier than formerly. After a study of the situation he realized that life insurance work fitted into his scheme better than any other activity. He said that one can sell life insurance so long as he can move about. An agent should be just as good at 70 as he is at 50 and still able to make a fine living.

#### Do Not Provide for Old Age

Mr. Rose said that many agents do not provide for their own old age. He said that perhaps 90 percent would sell their renewals for cash, whereas, their renewals should be the sinking fund to provide for the future. The Reliance Life contract gives 19 renewals so that an agent can make something out of his business. He said that an agent should take more care in providing for his own old age, as well as preach the doctrine to others. He said that he did not know of any occupation that gave a man an opportunity to keep at work so late in life as life insurance.

#### Lack in Coverage

While Mr. Rose was in school work he made it a rule to see two people every day seriously on life insurance. He was a part time agent. One of the

factors that he found influencing him was the fact that he was too self-conscious. He said that he was afraid to do things. He thinks that life insurance men take it for granted that people do not want to be approached on life insurance. They lack moral courage.

#### Travelling Lecture Plan

Mr. Rose in his remarks advocated life insurance companies adopting the traveling lecture plan whereby an instructor would give a one day's course at every headquarters about every 90 days. He said that this is an age of progressiveness. It is not so easy to sell life insurance unless one is trained for it. Agents see the necessity of becoming more alert and having a greater knowledge of their business. He said that companies are training men and it is getting to be harder to meet the competition of trained solicitors. Inasmuch as companies are doing far more than they formerly did in schooling their men for more expert service he said that this line of work should not be minimized by home offices.

#### Should Not Underrate One's Ability

Mr. Rose said that an agent should not underrate his ability. He should make a very keen analysis of his weaknesses and strength and act accordingly. He should look out and not in. He told his hearers that they should build a system of constructive habits. A man, he said, can do much with himself by the right sort of thinking. He must study himself and ascertain where his weaknesses lie. Then he should attempt to build up his weak spots through constructive thinking. He said that one can acquire a series of habits along progressive lines until he reaches the maximum of efficiency. One should take his own qualifications and capacity and make the very best possible use of the material at hand.

Guardian policyholders, are future rate-book men for the company.

### Minnesota Mutual Convention

The next big general convention for representatives of the Minnesota Mutual Life will be held in September, 1927, in the "State of 10,000 Lakes." One hundred thousand dollars of issued and paid for business, on an annual basis is required to qualify for the trip at company expense. The exact date and location will be announced later. A special offer has been made by the company to the effect that all business written during the summer baseball contest, July-September, will count an additional 25 percent toward qualifying wives or mothers.

### Prudential Real Estate Loans

Continuing its policy of making mortgage loans on sound real estate security, the Prudential in June loaned \$20,802,767 in this field. Of this amount \$14,807,642 was on dwellings and apartment houses in the United States and Canada which provided accommodations for 4,412 families, the remainder being advanced on city property other than residences and on farms. From Jan. 1 of this year to June 30 loans were made on 11,241 dwellings and 659 apartments to the total of \$65,847,400. Through these loans 19,216 families were accommodated with living quarters. The total for the first six months of 1925 was \$45,788,650, providing 8,018 dwellings and 413 apartments which accommodated 13,331 families.

### Policy on Priest for University

A \$25,000 policy has been taken out on the life of Rev. Terrence Devlin, S. J., in connection with the drive for

a \$1,000,000 endowment fund for Marquette University of Milwaukee, which is to be raised by life insurance. Father Devlin, as a member of the Society of Jesus, is vowed to poverty, and is one of the first members of his order to have an insurance policy. The university is the beneficiary and those taking the policy out for Father Devlin are planning to have the money used for a scholarship or other memorial to the priest.

### Life of Virginia Changes

L. B. Gilham, district manager of the Life Insurance Company of Virginia at Columbia, S. C., has been placed on the retired list after more than 30 years of service with the company. C. E. Canady, district manager at Anderson, S. C., has been appointed to succeed Mr. Gilham and will assume his new duties July 17. Mr. Canady in turn will be succeeded by W. E. Hentz, assistant district manager at Anderson.

### To Offer New Course

A new course in life insurance may be given, according to the present plans of the Insurance Institute of America. At a recent meeting of the board of governors of the institute, this was discussed and a committee was appointed to work out the details of such a course. It is hoped to have the course in shape for an initial trial this winter.

### Montana Life Record

June was the largest month in the history of the Montana Life. The total production was \$1,694,500, an increase of 9.7 percent over any previous month in the company's history. This volume was produced in honor of Vice-President Cunningham.

## APPEAL FROM ORDER

### ASK ACCOUNTING OF SURPLUS

**Policyholder of North American National Life Carries Fight Over Company's Affairs Into Courts**

LINCOLN, NEB., July 15.—Following the decision of Secretary Kirk Griggs of the department of trade and commerce, of which the insurance bureau is a part, that no hearing should be granted to J. M. Priest as attorney for John P. Leininger, to investigate the transfer of the North American National Life from a mutual to a stock company nearly five years ago, the question was presented to Judge Shepherd of the district court, who said that he was of the opinion that the department should grant Mr. Leininger a hearing, even if only five minutes long, so that he might have something to appeal to the court of equity. The court had advised Mr. Leininger to ask the department for a hearing in order that it might have jurisdiction, and the department refused to grant the hearing. Judge Shepherd says that the department is within its rights in refusing to hear anything that it does not want to hear, but that it should issue an order from which an appeal might properly be taken.

#### Appeal from Order

Mr. Ayres for the state said that the department took the position that the relator had slept on his right and was asking the department to set aside the proceedings which permitted the conversion of the company into a stock corporation, a proceeding that would not be just and equitable to the policyholders. Following the suggestion of Judge Shepherd, Secretary Griggs entered an order reciting that the department had approved the transformation, that in doing so, it had acted judicially and that no appeal had been taken, and that he is now of the opinion that it has no jurisdiction to set aside the transformation. The application is therefore, denied, being made without derogation to the right of the department, upon application of any policyholder or of its own motion to inquire into the affairs of the company since the transformation, including the distribution of assets to participating policyholders. An appeal was at once taken from this order and it will be heard when the court can reach it.

#### Wants Accounting of Surplus

Mr. Priest said that the department never has made an order as to what, following the approval of the transformation into a stock company, should be done with the existing or future surplus of the company, and that it should either complete the transaction or else wipe it out. He said that the accounting he wants involves \$1,000,000 taken from the policyholders, because no order as to surplus was ever made by the department. He said that his client, Mr. Leininger paid a total of \$4,820 for a policy, which, when it matures shortly, will yield him but \$4,000 whereas he should receive \$6,000.

### Boom in Shenandoah Stock

The recent sensational rise in the stock of the Shenandoah Life of Roanoke, Va., has been responsible for rumors that some other life company or some financial institution may be endeavoring to secure control of the Shenandoah. The stock has sold in Richmond recently as high as \$38, although its par is only \$10. The book value given as of Dec. 31, 1925, was approximately \$17 a share.

### Licensed in Illinois

The Bank Savings Life of Topeka, Kan., which has capital stock of \$200,000, has been licensed in Illinois.



## VALUE OF INSURANCE TRUST IS INDICATED

Indianapolis Banker Addresses  
Agency Convention of American Central Life

### AGREEMENT IS OUTLINED

Income Options in Policy Do Not Give  
Discretionary Powers Which May  
Be Found Necessary

Donald S. Morris, vice-president and trust officer of the Fletcher Savings & Trust Company of Indianapolis, spoke at the recent convention of the American Central Life on "Life Insurance Trusts and Trust Companies." Mr. Morris told of the need for trust company administration of insurance proceeds and sketched the ordinary trust agreement. In the course of his address he said:

"Approximately seven-eighths of all the property that is inherited in this country is represented by life insurance. I think statisticians say that, during the next few years, approximately \$600,000,000 each year will be paid out by these insurance companies. About 90 per cent of this vast sum that is paid each year is payable in lump sum; and statistics also show that about 90 per cent of this lump sum form of insurance is used up in the course of seven years after it is received, on the average.

#### Challenge to Prudence

"Viewing this situation from another angle, we find that about nine-tenths of the widows in the United States who are past the age of 65 are destitute. That is to say, they are dependent largely or almost altogether upon the charity of others. Now these facts and figures challenge the prudence and good sense of our organized society, of our boasted civilization. The average man is appalled at the almost certain possibility that the life insurance fund, which he has accumulated slowly and laboriously by the payment of premiums, often at the cost of real deprivation and self sacrifice, will be diverted from the channel for which it is intended, and either be spent imprudently and wasted or fall into the clutches of that large band of fake stock promoters who constantly hover in wait, ready like vultures to swoop down on the inexperienced.

#### Discretion Is Needed

"The life insurance company hasn't the machinery set up for the efficient and economical administration of trusts that meets complicated needs of individuals amid the unforeseen contingencies of life. It is spread out too far to do that, and it necessarily lacks the close contact of the local bank or trust company in each city. The remedy offered by the insurance company may be sufficient where the estate is small and the certainty of a modest sum monthly means everything to the insured's family. But even then it does not have the appeal to the insured and his family that is afforded by the modern life insurance trust, administered by a bank or trust company.

#### Some Essential Features

"Perhaps it would not be out of the way here for me to explain some of the essential features of a life insurance trust, as administered by a bank or trust company. In the first place, the insured makes the bank or trust company the beneficiary under the policy as trustee, or assigns it to the bank as trustee. If the policy is in existence prior to the

arrangement, he signs a change of beneficiary form, usually provided by the insurance company, in which he designates the trust company beneficiary under the policy as trustee. The policies may be left in the possession of the trust company or retained by the insured. The insured may reserve the right to pledge his policy or surrender it, or to change the beneficiary of the trust under the policy, or modify or revoke the trust. Of course, several policies of different companies may be combined under one insurance trust.

"The trust agreement itself may be a very simple instrument. It recites the fact that the bank has been made beneficiary of the policies and that upon the death of the insured the trustee will receive the proceeds of the policy and manage, invest, and disburse the fund in accordance with the direction of the insured, as stated in the agreement. Usually, if the agreement is made for the benefit of the wife and children of the insured, it provides that the trustee shall apply the fund for the use and benefit of such wife and children—vesting the trustee with discretion to determine what they need—thus avoiding the appointment of a guardian. And it is a customary provision that in case of sickness, accident, misfortune, or other emergency, the trustee may apply such portion of the fund as in its judgment and discretion is needed to meet the distress.

#### Accomplish Any Purpose

"A trust of this kind can be made to accomplish any purpose, substantially, that the insured himself might accomplish with the fund if he were living. It may be phrased so as exactly to fit the needs of the insured's family, as these needs develop and change from time to time, although the exact circumstances that arise are not specifically foreseen at the time the agreement is made. The boy's college education may be provided for, or possible assistance given in the first lean years of a professional career. The wife's remarriage may be a contingency that requires a readjustment of the family finances; the daughter's home or other need in establishing her own family, or a thousand other contingencies. Each and all of them can be met and answered by the terms of the agreement, coupled with a sound exercise of the trustee's impartial judgment.

"The agreement, or trust, may also be simply a memorandum that refers to the terms of the last will and testament of the insured. Here the agreement, instead of setting out fully the terms of the trust, briefly states that the trustee shall manage and disburse the fund as directed in the will. This is a very satisfactory method, because the terms of the trust can be changed from time to time by the alteration of the provisions of the will or the execution of an entirely new will. We have found this arrangement to be a most convenient one for the insured.

#### Two Types of Trust

"The kind of trust that I have been mentioning is what we call the unfunded insurance trust. It only involves insurance policies. But there is also what is known as the funded insurance trust which has an added feature. Not only are the policies deposited with the trustee, but property of some kind, stocks or bonds, is transferred to the trustee and held together with the policies, and the income from the property is used as far as it will go in payment of the premiums. If there is any balance of the income, the agreement provides what the trustee shall do with it.

"That sort of a trust can be made the means of almost tripling a small estate. By making over, say \$10,000 of securities or property, under such a trust, a man may buy enough life insurance with the income to make his total estate, including the fund and the insurance, about \$30,000, more or less, depending upon the man's age. This is one of the most remarkable features of the funded life insurance trust."

## Life Companies!

6% Real Estate Mortgages  
are a profitable investment

THE Irving National Mortgage Company, an experienced and conservative house, offers to insurance companies for investment an unusually attractive group of 6% First Mortgages which meet in every particular the requirements of insurance companies.

All of these mortgages are secured by First Mortgages on Improved Real Estate located on Chicago's Great Northwest side, a stable and flourishing section of the city. They are offered only after a most thorough investigation of the property and borrower and after receiving the approval of a loan committee composed of Real Estate men, Contractors and Bankers of wide experience.

This proposition is sound and awaits your investigation. We are confident that we can serve you to advantage.

### Irving National Mortgage Co.

Under National Bank Management

4201 Irving Park Blvd.

CHICAGO, ILLINOIS

Offices with

Allany Park National Bank Irving Park National Bank Portage Park National Bank

## GROWTH

A matter of natural development.

Our Growth has been persistent.

Our root extends down--not out.

We haven't spread much because we are rooted deep and lastingly in Illinois, Indiana, Kentucky, Missouri and Iowa.

Steady, persistent growth means permanent life.

Men who wish to make a connection or undertake to underwrite life insurance can make an unusually good connection with us now. Write for information and territory desired.

### CHICAGO NATIONAL LIFE INSURANCE CO.

202 South State Street

Chicago, Ill.

A. E. JOHNSON, AGENCY MANAGER

# INDIANAPOLIS LIFE INSURANCE COMPANY

## Growing Steadily

1905	\$325,000.00
1906	1,281,909.93
1907	2,158,315.62
1908	2,344,449.12
1909	3,037,135.59
1910	3,760,237.71
1911	4,451,264.48
1912	5,756,690.86
1913	7,011,554.27
1914	8,655,788.49
1915	10,231,921.21
1916	12,021,820.06
1917	13,665,053.54
1918	15,532,346.26
1919	20,456,374.44
1920	27,006,018.90
1921	31,275,345.88
1922	35,236,427.74
1923	40,882,131.98
1924	46,628,369.17
1925	54,432,038.01
1926	60,000,000.00

To July 1st

## FROM BEST'S INSURANCE REPORTS 1926

The Company is mutual, and is controlled by its policyholders. From the inception of the Company its methods of management have at all times merited commendation. The Company has had a moderate, steady growth. The ratio of net resources to liabilities is sufficient. The expense of management and the cost of new business is moderately low. The mortality rate is very favorable. Its investments are well selected, consisting mainly of mortgage loans, on real estate, and yield an excellent return. Its actuarial methods are sound. Death claims are promptly paid. The substantial dividends paid policyholders render the net cost of Insurance low.

## EXCEPTIONAL AGENCY OPPORTUNITIES

IN

INDIANA, ILLINOIS, MICHIGAN, OHIO, TEXAS, IOWA,  
MINNESOTA and FLORIDA

FRANK P. MANLY  
President

Address  
or

JOE C. CAPERTON  
Agency Manager

## EXAMINATION IS MADE

### REPORT ON ACACIA MUTUAL

Joint Committee Representing Several  
State Departments Expresses High  
Regard for Conduct of Company

WASHINGTON, D. C., July 14.—The wonderful growth of the Acacia Mutual Life of this city in the past few years and the exceptional quality of its business are revealed in a recently published report on the association's condition and affairs in 1923, 1924 and 1925. The report is based on the findings of a joint committee of examination arranged for by Joseph Button, chairman of the committee of examinations of the National Convention of Insurance Commissioners, and participated in by the insurance departments of Iowa, New Jersey, North Carolina and the District of Columbia.

### Tremendous Growth Shown

Founded in this city in 1866, the Acacia Mutual Life operated as a fraternal organization until September, 1922, when its character was changed to that of an old line mutual company. Since then its growth has been rapid. On Jan. 1, 1923, it had \$123,000,000 of insurance in force. This amount was increased to \$200,000,000 by the end of 1925, an increase of over 60 percent for the three year period. The Acacia Mutual is now licensed in 35 states and the District of Columbia.

### Comment Is Favorable

The examiners state in their report: "It is our opinion that the acquisition cost of the association is low. Most of the mortgage loans are at the rate of 6 percent, although in some instances the money is loaned at 6½, 7 and 8 percent. In addition, the association charges a bonus fee from ½ of 1 to 2 percent on a great many of its loans. This bonus is also charged when the loan is extended. Even after deducting appraisal fees and all other expenses incidental to handling this investment, the association realizes a handsome profit as a result of this practice."

"Although the Acacia's field is limited by its charter to members of the Masonic fraternity, it had during the past few years shown a wonderful growth; the quality of its business we believe to be exceptional; its financial condition is sound without question; its affairs are efficiently managed and its treatment of policyholders just and equitable."

### Offers Trip to Paris

The Franklin Life of Springfield, Ill., is offering to pay all expenses for four ex-service men to Paris in September of 1927 when the American Legion will make its second trip to France. The company expects to send its men just as far as \$500 will take them. The entire territory will be divided into three sections, and in each division the man who exceeds his quota by the greatest percentage will be elected to go. The fourth man will be from the division which exceeds its premium quota by the greatest percentage. He will be the second high man eligible to go in that division.

The Amicable Life of Waco, Tex., recently announced that it will pay the minimum expenses for the trip to Paris of every member of the American Legion who writes \$200,000 between July 1, 1926 and July 31, 1927.

### Baker in Chicago

Vice-President Danford M. Baker of the Pacific Mutual Life was in Chicago Wednesday, en route to Connecticut where he will spend the remainder of his vacation. He has been in the north woods enjoying a rest from business activities and will continue in the east before returning to Los Angeles.

## MANY ARE IMPAIRED

### EXAMINATION SHOWS STATUS

Life Extension Institute Finds Impairments in 60 Percent of 17,000  
Men Recently Seen

NEW YORK, July 14.—Approximately 17,000 men were recently given a thorough physical examination by the Life Extension Institute and as a result of the examination the Institute discovered that more than 60 percent of them were suffering from some kind of physical impairment.

The official figures of the Institute reveal that excessive use of alcohol caused 7 percent of the impairments while the inveterate drinking of tea and coffee was held responsible for more than 40 percent. Over-indulgence in other supposedly innocent habits also caused a great deal of trouble. Almost 40 percent of the men examined were found to be suffering from digestive disorders. Over 26 percent were suffering from septic or diseased tonsils, 29 percent from defective vision, 19 percent from faulty posture, 16 percent from flat feet, 13 percent from thickening of the arteries, and 15 percent from constant headaches.

## FOKKER IS HEAVILY INSURED

Famous Airplane Manufacturer and  
Designer Takes Approximately  
\$2,000,000

NEW YORK, July 15.—Anthony H. G. Fokker, airplane designer and manufacturer, has purchased ordinary life policies totaling approximately \$2,000,000. The business was written at rates somewhat above standard, because of the assured's continuing active participation in aviation. The application was secured by C. Stuart-Linton of the 42nd street branch of Hart & Eubank, general agents of the Aetna Life. None of the business, Mr. Linton states, was written in the Aetna, policies having been secured in both American and British companies.

This is a particularly interesting case because of the assured's business, the total coverage Mr. Fokker has secured being the highest, so far as is known, ever granted to an aviator. Mr. Fokker, who is 36 years old, has been interested in aviation since 1911, when he first commenced his experiments with heavier than air machines. He achieved fame during the world war as a designer and manufacturer of airplanes extensively used by the German armies. Since the war he has been active in promoting commercial aviation.

### Hintzpeter in New Quarters

Herman Hintzpeter, Chicago manager Mutual Life of New York, at last has an office. He is located in 866 Continental-Commercial Bank building and it is already a hive of industry. Mr. Hintzpeter will not allow mention of the exact proportion his agency wrote last month of the total business of his company, but it is a very respectable one. Mr. Hintzpeter says that, as he no longer has to carry his papers in his hat, he is going to make some of the others sit up and take notice.

### Merger Plans Approved

The merger of the Cleveland Life with the Sun Life of Canada was unanimously approved last week at Columbus by the special commission consisting of Commissioner Conn, Attorney General Crabbe and Governor Donahev. The formal entry has been made by the commissioner and the Sun Life certificates of guaranty will be issued immediately to all Cleveland Life policyholders. The commencement date of the Sun Life assumption of Cleveland Life risks was fixed as of July 1.



**MORTGAGES INCREASED****LIFE COMPANIES HOLD MORE**

Comparison of Investments in 1911 and 1925 Is Published by Research Institute

Life insurance companies have increased their investments in real estate mortgages 28 per cent since 1911, according to the Institute for Research in Land Economics and Public Utilities, which recently published a report based on a study of the 230 life companies which in 1925 had assets of more than \$500,000.

In other words, the companies placed 31.5 percent of their total investments in real estate mortgages in 1911 and more than 40.5 percent in 1925. Such investments represented \$1,228,000,000 in 1911 and \$4,775,000,000 in 1925.

In the past 11 years the average gross return from such investments has been 6.19 percent, while the average income on stocks and bonds owned by the same insurance companies has only been 4.76 percent during the same period.

"The differential in interest returns between mortgage investments and investments in stocks and bonds was, therefore, 1.43 percent," the report reads. "That is to say, the mortgage investments of the companies in question have yielded approximately 30 percent more than their investments in stocks and bonds."

"Never save once in the period studied has the return from mortgage investments been under 6 percent. This was in 1919 when the average return was 5.90 percent. On the other hand, returns from stocks and bonds owned by the insurance companies in the same period have never exceeded 5 percent except in the years 1924 and 1925 when they yielded 5.01 and 5.04 percent respectively."

**Real Estate Investments Stable**

In a recent address Lester E. Wurfel, assistant secretary of the Prudential, said that his company had mortgage loan investments totaling approximately \$652,000,000 on its books and added:

"Experience has shown that a few of our present day statesmen can get together and raise a cry concerning the activities of some of our large national industries. For a while, at least, the financial structure and prosperity of those industries may be threatened; railroads and public utilities have thus far suffered. Real estate investments, however, seem to have weathered the whims and fancies of political changes more successfully."

"And so it is that life insurance companies are seeking to invest more in real estate mortgages."

**CONVENTION IS SCHEDULED**

Equitable Life of Iowa to Hold Agency Conference and School in Chicago July 28-30

DES MOINES, July 14.—The annual production club convention of the Equitable Life of Iowa will be held at the Edgewater Beach Hotel, Chicago, July 28, 29 and 30. More than 250 agents and representatives of the company have earned the right to attend the convention, which will combine a school of instruction with entertainment. The officers from Des Moines who will attend are: H. S. Nollen, president; F. W. Hubbell, H. E. Aldrich and B. F. Hadley, vice-presidents; R. G. Hunter, vice-president and actuary; R. C. McCankle, associate actuary; P. C. Irwin, assistant actuary; S. A. Swisher, Jr., assistant secretary, and R. E. Fuller, field superintendent. General agents are awarded trips to the convention for perfection of organization and supervision and the salesmen who collect in one year \$3,600 in paid premiums are sent. If a salesman collects as much as \$7,200 in paid premiums his wife is also sent.

**SEEK RELIABLE DATA****OLD AGE DEPENDENCY SEARCH**

National Civic Federation Has Launched Investigation into Economic Condition of Elderly People

NEW YORK, July 14.—The new industrial welfare department of the National Civic Federation of the city has launched an investigation into old age dependency in the hope of securing some reliable data. The chief subject of investigation will be the accuracy of the statement frequently made that 90 percent of those who reach the age of 65 are dependent upon public or private charities, or relatives. The investigation will be conducted under the general supervision of Charles L. Edgar, chairman of the industrial welfare department, and P. Tecumseh Sherman will be chairman of the committee in charge. The committee will be composed of representatives of labor and employers, attorneys, actuaries, economists and life insurance men. James E. Kavanagh, vice-president of the Metropolitan Life, and William J. Graham, vice-president of the Equitable Life of New York, are members of the committee.

**Seek Illuminating Data**

Some of the data sought are the age at which employees normally are retired and the age at which, when they lose their positions, other employers will not engage them. Probable retirement ages for various occupations will be sought and some attention will be given to the chance of retirement before the normal age because of disability as well as to the cause of destitution upon retirement. The committee will seek information in the industrial centers, from both active and retired employees, records of infirmaries, homes for the aged, local charity organizations, alms houses, public and private relief agencies, trade organizations, employment offices, insurance companies and government agencies.

**SETS DATE FOR CONVENTION**

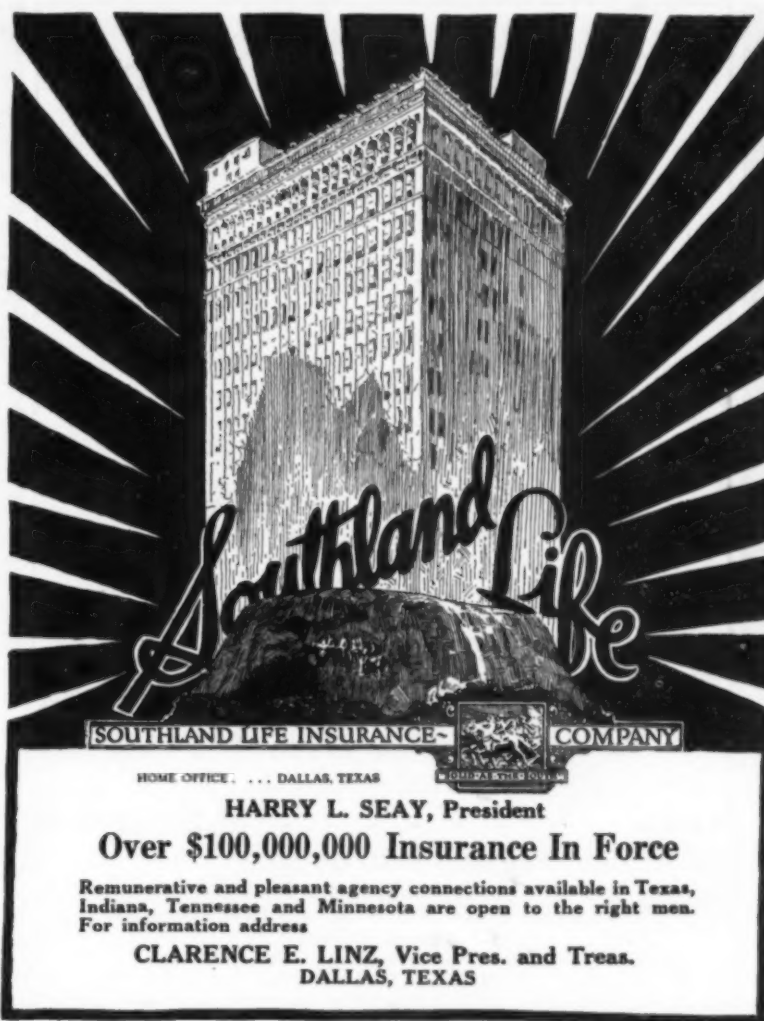
Actuarial Society to Hold Session in Washington, D. C., Oct. 28-29

NEW YORK, July 14.—The next meeting of the Actuarial Society of America, it was announced yesterday, will be held in the fall at the Mayflower Hotel, Washington, D. C., on Oct. 28-29. The last semi-annual meeting of the society took place here in May, at which time serious consideration was given to the puzzling problems raised by disability insurance. It is expected that additional discussion and consideration will be devoted to the subject at the meeting in Washington.

**Have July Campaign**

Agency Director Harry D. St. John of the Alamo Life of Texas, in preparing a series of special letters and bulletins to the agency force for a "Summer Sales Campaign" during the month of July, has taken for a text in the first letter, reference to July, 1776, as being a memorable month in the history of America, and asking that the Alamo Life agency make of July, 1926, a memorable month in the production of the company. Each agency has been presented with a reproduction of the Liberty Bell with memorandum blanks for each day of the month on which to keep a record of all personal calls made. Alamo Life reports June as a record month for 1926 in volume of business and applications.

Several life men of Richmond, Va., participated in the state golf tournament at Hot Springs last week. They were T. Garnett Tabb, general agent, Travelers; John B. Cary of Dicks & Cary, general agent for the Penn Mutual, and Robert B. Augustine, district manager for the Mutual Life of New York.



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**HARRY L. SEAY, President**

**Over \$100,000,000 Insurance In Force**

Remunerative and pleasant agency connections available in Texas, Indiana, Tennessee and Minnesota are open to the right men. For information address

**CLARENCE E. LINZ, Vice Pres. and Treas.**  
DALLAS, TEXAS

**HOME  
LIFE  
SERVICE**

**means  
Continuous  
Helpfulness  
in**

**Meeting  
Changing  
Conditions**

Men and Women of ability, character and energy are needed for the task of maintaining this service and effecting a greater distribution of its benefits.

**LIFE Insurance Service second to none for efficiency and dispatch.**

**LIBERAL Policy Contracts which fully meet the public's present day needs.**

**PROGRAM Insurance facilities.**

**DIVIDEND Increases reflecting the advantages accruing from efficient management as well as economic prosperity.**

**HOME LIFE  
INSURANCE COMPANY  
OF NEW YORK**

256 BROADWAY  
NEW YORK, N. Y.

## Life Insurance in Force

December 31st, 1925  
(Ordinary and Industrial)  
**\$302,277,296.00**

Surplus Security to Policyholders  
**\$3,745,630.90**

Conservative Progress Every Year. Operating  
From Coast to Coast, Canada to the Gulf,  
Cuba and Hawaiian Islands.

## AMERICAN NATIONAL INSURANCE COMPANY

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Vice-President

W. J. Shaw,  
Secretary

## The GLOBE MUTUAL LIFE INSURANCE COMPANY

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Assets - - - - - \$1,500,000.00

"CLAIMS PAID ON SIGHT"

Paid to policyholders over \$1,050,000.00  
The highest grade of service to policyholders and  
representatives

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SERVICE

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## Knowledge of Companies Is Invaluable to the Agent

ARGUS CHARTS are real mines of company  
information for Fire and Casualty men. In  
these charts are found complete reports on all the  
mutuals, reciprocals and big and little stock com-  
panies.

ARGUS CHARTS  
Are Compiled and Published by

The National Underwriter  
Chicago Indianapolis

35



## George Washington Life Insurance Company

CHARLESTON, WEST VIRGINIA

HARRISON B. SMITH, President

presents opportunity for liberal contracts covering definite territory with  
Home Office registry and with power of appointment of sub-agents.

The States of West Virginia, Virginia, Ohio, Kentucky, Tennessee, South  
Carolina, North Carolina, Georgia, Michigan, Oklahoma and Washington.

Address

ERNEST C. MILAIR, Vice-President and Secretary

## TELLS ABOUT WORK DONE BY THE SMALLER LIFE COMPANIES

AN official of one of the younger  
companies commends an article  
from THE NATIONAL UNDERWRITER,  
entitled "Smaller Companies Had a Fine  
Growth." This official calls attention to  
a question that was put out by the "Life  
Insurance Courant" of Oak Park, Ill.,  
which is: "Of what real tangible benefit  
to the life insurance business are a lot  
of weak little life companies that can't  
produce \$500,000 a month?"

This official in commenting on the  
"Courant's" inquiry says: "Perhaps such  
an assertion might be excusable from a  
man who had never been outside the  
corporate limits of cities like New York  
or Chicago, but from one who assumes  
to have been for 30 years a student of  
life insurance, such an inquiry is rather  
amazing. The facts are, that the so-  
called small companies of the central  
west, south and southwest, have in the  
past 20 years accomplished greater good  
for the public and for the entire business  
of life insurance, than has been done in  
the way of promoting new business and  
developing new fields by the so-called  
older companies.

### Concentrates on Policies

"The small organization is concentrat-  
ing on persons, not alone policies if it  
is being properly managed. It is the  
organization out in the byroads, the  
small towns and rural district, by which  
local home town agents are spreading  
the gospel of thrift and saving through  
the medium of life insurance. It does  
not have a wide range of financial as-  
sociations from which influence is  
gained. The small company does not  
have the brilliant force of high powered  
salesmen who write \$50,000 and \$100,000  
cases. It does have a force of conscien-  
tious men who believe in themselves,  
their companies and the people of their  
community and state. These men in  
the field, together with the officers are  
satisfied they are rendering a real ser-  
vice and in a large measure a service not  
being rendered or offered by the larger  
companies.

### Met All Their Obligations

"When the influenza came, who got  
hit the hardest? It was these 'young  
weak companies' to which the 'Courant'  
refers. They paid their claims promptly  
and with very few exceptions suffered  
no financial difficulty caused by this dis-  
astrous epidemic. They had insured  
the young men of rural districts. Many  
of them would never have had a policy  
if the home town man representing the  
home state company had not secured  
the application. The older companies  
do not reach out into the agricultural  
sections of the west and south as do  
the young companies. They are not in  
a position to reach farmers and small  
town people like the home state com-  
panies. The larger and older com-  
panies concentrate pretty largely on cen-  
ters of population.

"The 'Life Insurance Courant' says:  
'The business would be better off, if  
these small companies did not exist and  
if their agents, most of whom they can  
hold only by paying them high commis-  
sions were working for better com-  
panies, in which they wouldn't need such

high commissions to make a good liv-  
ing.'"

This officer in commenting on this  
says: "Such a statement offered to an  
intelligent reading group of officers or  
agency officials, is on the face of it,  
an acknowledgement of the writer's ig-  
norance of the entire subject of pro-  
ducing life insurance. It is not the  
\$1,000,000 or \$500,000 or even the \$250,-  
000 producer who gets for any company  
its best business. Anyone who has  
studied production knows full well that  
the ones, twos and up to the fives writ-  
ten as initial insurance for young men  
constitute the highest class of business  
to be secured. It is needless to refer  
to the subject of 'high commissions.' We  
all know about that, and we are familiar  
with the cost of new business, commis-  
sions, etc., figured in the 'Life Insur-  
ance Courant' and 'Best's Insurance  
News.'

"I appreciate the fact that it is poor  
policy for newer and younger com-  
panies to try to hire agents away from  
older companies. Every time a new  
company tries this, it simply helps to  
increase its acquisition cost. If he is a  
good man, the company with which he  
is identified will pay him more than  
any other. The most unsatisfactory ex-  
perience that any young company will  
have is the employing of the agents  
connected with the bigger companies.  
If you look along the line of prominent  
and successful agency men and personal  
producers now attached to the bigger  
companies, you will find a multitude of  
fine fellows who got their first start in  
life insurance with some home state  
company under a home state manager.  
Many of these have a very healthy re-  
spect for their old companies.

"There are instances of mistakes on  
part of the management of the smaller  
companies, some intentional, but most  
unintentional. The promoter has im-  
posed on life insurance, no more and  
probably not as much as on other lines  
of business.

### Backing Home Companies

"Our company is located in a city of  
275,000 people. There is one other  
legal reserve life company located here.  
Isn't there just as good reason for our  
city having this quota of legal reserve  
companies as Chicago, Cincinnati or  
New York theirs? Cannot you imagine  
successful financial men of our city ac-  
tuated by sincere motives in organizing  
such a company and helping it build a  
business? There is a large group of con-  
scientious, able men connected with the  
smaller companies doing a big work for  
life insurance. In our section, we be-  
lieve in our home institutions.

"We admire those operating here as we  
do the companies from other sections.  
We aim to cultivate and maintain cordial  
relations with all. We feel that our  
state companies have accomplished much  
and are doing a great deal for our com-  
monwealth. I think that the people of  
our state appreciate their home com-  
panies. They will continue to grow and  
prosper. Those that are well managed  
by conscientious and intelligent men  
will develop along rational and con-  
structive lines. There is room for the  
home state companies as well as for the  
big companies."

### Peoria Life Gains

The Peoria Life reports that its  
record this year has been the best in  
its history and that the business has  
come more evenly from the entire ter-  
ritory than in any previous year. New  
business for the first six months was  
\$29,739,921, as compared with \$24,467,-  
000 last year. Total insurance in force  
is \$125,533,000, a net gain of \$11,976,000  
for the first six months, as compared  
with a gain of \$6,486,000 the first six  
months of 1925. The Peoria Life has  
renewed 94 percent of the total busi-  
ness this year.



## CHANGES IN DISABILITY POLICIES

Brief Review of News About Policies, Riders and Rates, Which Are Given in Full in the Policy Analysis Section of The A & H Bulletins, Published Monthly by The National Underwriter Company.

### FEDERAL LIFE

The Federal Life has issued two new commercial policies and two new disability policies. These are known as the Century Accident and the Century Disability, and the Ultimate Accident and the Ultimate Disability. The accident insuring clause in these policies eliminates the words, "accidental means" and reads: "Against loss resulting from personal bodily injury by the happening of a purely accidental event." In the Century Accident there are all the regular policy features and in addition both a death indemnity and a specific indemnity installment option privilege in the receiving of benefits, also a triple indemnity clause which is effective when injury occurs by the wrecking of specified common carriers. Full weekly indemnity is payable for the entire period of total disability and for one-half weekly indemnity for 26 weeks for partial disability. The time limit for hospital indemnity and nurse's fees is ten weeks.

The Ultimate Accident Policy is similar to the Century except that it pays for 52 weeks for partial disability and also includes double benefits "while the insured is riding in or driving a privately owned automobile of the pleasure car type;" there is also an extension of the time limit for hospital indemnity and nurse's fees to 20 weeks.

The illness coverage of the Century Disability pays full weekly indemnity for not more than a year and three-fourths weekly indemnity for an additional eight weeks if total disability extends beyond a year. In the Ultimate

Disability Policy, the illness coverage is even more liberal, extending some payment for sickness as long as two full years.

### GENERAL ACCIDENT

The General Accident is issuing a special automobile accident policy for an annual premium of \$7.50, which may be sold only to those carrying automobile insurance with the same company.

### HARTFORD ACCIDENT

The Hartford Accident & Indemnity has modified its F. A. D. disability contract by adding a permanent disability clause and eliminating that part of the policy which provided some payment for temporary illness disability for that period extending beyond 52 weeks.

### INTER-STATE BUSINESS MEN'S

The Inter-State Business Men's has withdrawn its automobile policy Form 30, and introduced an entirely new form of automobile policy.

### U. S. FIDELITY & GUARANTY

The United States Fidelity & Guaranty is issuing a private conveyance rider which adds to the double benefit clause of accident policies: "While in or on any private conveyance, excluding bicycle, motorcycle and saddle horse." This rider form may be attached to accident policies by increasing the accident premium 60 per cent at the select classification.

## Connecticut General News Hartford, Conn.

The Connecticut General Life Insurance Company of Hartford, Connecticut, having outgrown its old quarters, has moved into the new building it has been constructing for the last two years on Bushnell Park at 55 Elm Street, corner of Hudson Street.



## Life Company Director Gives Good Counsel to Insurance Salesmen

THOMAS SMALLCROSS, JR., director of the Fidelity Mutual Life, recently made a talk before the Real Estate Forum of Philadelphia, in which he gave in a rather graphic and impressive way the classifications of salesmen. It is worth repeating. Mr. Smallcross said:

"There are four general classes into which all salesmen naturally divide themselves. Those having no sight, those having sight, those having insight and those having foresight.

"All who employ salesmen and come into every day contact with them realize that too often they meet with those who call themselves salesmen but who really are not—the men who have no sight at all from a salesmanship standpoint. Of course, these men can never hope to succeed, even in a small degree.

"Then there is the next class, a little higher in development, which has sight. The men in this group can achieve some success, but it is at best limited. Next in order of development are those who have insight, and for these the opportunity is quite extensive.

"But the highest class of salesmen for whose efforts there is no limits and whose opportunities are just as great as they choose to make them, are those who have foresight, who bring to their tasks not only a clear understanding of the problem both outside and in, in other words those who not only have sight and insight but as well have vision and imagination—in a word have foresight.

"The largest measure of success in the real estate business, or, for that matter in any other business, is only possible to those who have this great gift of foresight. One may have sight and insight but unless he also has foresight his success is circumscribed."

In closing, Mr. Smallcross said, "Do not enter the real estate business as salesmen unless you are willing to work

hard and think straight. The real estate profession is a hard taskmaster. If, however, you bring to it sight, insight, and foresight, with willingness to work hard, early and late, and in between times, you may count on a large measure of success and personal satisfaction, as well as a most satisfactory financial return."

This is advice that applies with equal force to the life underwriter.

### Life Notes

The Royal Union Life of Des Moines is retiring from Illinois.

"Bill" Woodard, general agent for the Atlantic Life at Rocky Mount, N. C., who has been serving his city and state for many years as a life underwriter, has been elected to represent his district in the North Carolina legislature.

The Milwaukee office of the Mutual Life of New York has taken additional space on the seventh floor of the First Wisconsin National Bank building. Some of the departments have been moved into the new space and offices have been built for others.

H. A. Smith, aged 59, representing the Springfield Life of Illinois at Des Moines, and in life insurance work there for the past 30 years, died recently after a brief illness. He was county auditor at Osceola, Ia., for eight years prior to his life insurance connection.

Fred A. McAloon, general agent for the State Life of Indianapolis at Richmond, Va., is recovering from the effects of strychnine poisoning. He was found in a critical condition in a Richmond hotel last week and for a time his life was despaired of.

Miss Katherine Louise Phillips, daughter of Lee A. Phillips, executive vice-president of the Pacific Mutual Life, was married in San Francisco last Friday to John Lind Carson Rollins, son of Mr. and Mrs. Martin Bowman Rollins of Los Angeles. They will make their home in Seattle.

Lieutenant Commander Edward Allan Brown, medical corps United States navy, killed in the explosion of the munitions depot near Dover, N. J., was a son-in-law of W. P. Dodson, district manager at Norfolk for the Mutual Life of New York. His wife was injured by exploding shells and barely escaped with her life.

It is better for an employee to persistently demonstrate his value rather than measure his work by his own estimate of underpaidness.



HOME OFFICE  
F. & M. BANK BUILDING

## Builders

Our principal strong point is the will to give a service which will be appreciated by our own staff and respected by others.

Operating in the States of Texas and Oklahoma, the Home Office is able to render a type of personal service to Agents that is unbeatable. Writing all modern policy forms, the Company offers choice territory to Agents of ability.

Our records show that policies were issued on 79% of the applications during 1925 within three days after reaching the home office.

## Southern Union Life OF FORT WORTH, TEXAS

J. L. Mistrot  
President

Tom Poyner  
Vice-President

## THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

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### Lesson from Schellentrager's Career

THE case of E. J. SCHELLENTRAGER of Pittsburgh, the star producer of the RELIANCE LIFE of that city, is an inspiration to all men in the business. Mr. SCHELLENTRAGER was formerly an architect. In that profession he achieved distinction. It came time when he felt he should retire from his calling and enjoy leisure. He found after being away from his office, his mind began to show symptoms of slowing down. He noticed that he was not as alert and agile as he once was. He became convinced that a man should not be idle. He must have something to grip his mental faculties.

About this time H. G. SCOTT, vice-president of the RELIANCE LIFE, came in contact with Mr. SCHELLENTRAGER. The latter was endeavoring to sell Mr. SCOTT a house that he owned. It ended in Mr. SCOTT persuading Mr. SCHELLENTRAGER that there was a great field for him, even though he had retired from his profession, in life insurance work.

Mr. SCHELLENTRAGER is essentially altruistic. He has always believed in doing something for humankind. Feeling that an opportunity was before him to render a greater service and to keep his mental machinery from growing rusty, some nine years ago he made a contract with the RELIANCE LIFE.

The result is that Mr. SCHELLENTRAGER is the leading producer of the company. He is one of the big personal writers of the entire country. Mr. SCHELLENTRAGER is at the very acme of his powers. He is doing more for himself and for his clients than he ever did. Age has not dimmed his capacity to serve, nor has it handicapped him in earning a most handsome stipend each year for himself. In other words, Mr. SCHELLENTRAGER is doing more and better work and achieving greater things than he ever did. It all goes to show that life insurance holds out great inducements for field men until the very end.

### Salesmen Born or Made?

THERE has been a century long controversy over the issue whether salesmen are born or made. Some declare that the really successful salesman comes into the world with certain qualities of mind that give him preeminence in the selling field. Others contend that inherited characteristics or those with which he may be endowed at the start do not cut so much figure as does the hard training through which a really successful salesman must pass.

Vice-President E. C. BUDLONG of the FEDERAL LIFE of Chicago comes out very strong for the salesman, who like any great artist, has been forced to toil, practice and repeat over and over again. Mr. BUDLONG says, "I have heard a great deal about born insurance salesmen, but I never met one who made good because of congenital qualification.

Any agency manager can look back over the years and count on the fingers of one hand the men whom he picked as sure winners who have really made good. Most of the really successful ones have had to go through that period and their friends jokingly referred to them as 'only an insurance agent,' starting in as an entered apprentice and working up to the top. Success is for you if you will stick and be content with a slow and steady growth."

Whether there be any spark in the human breast at the start that may later become a great light, we do not know. We believe with Mr. BUDLONG that the man who goes through the mill and applies himself religiously and conscientiously will find great reward in the field of salesmanship, especially in the insurance field.

### Three Things an Agent Should Know

In a recent address F. P. STANLEY, vice-president of the NORWICH UNION INDEMNITY, said that there were three things an agent should know. First, he should know his business, next he should know his prospects, and third he should know himself. These three "knows" form the foundation of successful salesmanship. The purchaser of insurance desires always to be in the hands of a master of insurance. He feels far more safe when he has thorough confidence in the man who is handling

his business. Real knowledge is the only basis for this confidence.

The salesman should know his prospect's needs and how to meet them. He should have sufficient information about the buyer to feel sure that what he recommends is the best possible course for him to take.

The salesman who knows himself, his points of strength and weakness, is in a far better position to do constructive work and to improve than one who has never tried the scheme of self-analysis.

## PERSONAL GLIMPSES OF LIFE UNDERWRITERS

Stratford Lee Morton, general agent in St. Louis for the Connecticut Mutual Life, was elected president of the Beta Theta Pi fraternity at its annual convention at White Sulphur Springs, W. Va. This fraternity, which was founded in 1869 and now has an enrollment of more than 30,000, with chapters in 84 American universities and colleges, has never before so honored a western man. Mr. Morton has also been elected a trustee of the fraternity.

Thomas K. Johnson, deputy commissioner of banking and insurance in New Jersey, died at his home in Trenton following an operation. He was the state's oldest employe in point of continuous service, having begun in 1870 as secretary to the then secretary of state, Henry C. Kelsey. When the banking and insurance department was created in 1891, with Col. George Harvey as its head, Mr. Johnson was named as deputy commissioner and so served to the hour of his death. Though well known and highly regarded by insurance officials and others with whom he came in contact, Mr. Johnson had few acquaintances among the commissioners of the country, having rarely attended their gatherings, delegating instead this duty to his chief aid, C. B. Gough. Mr. Johnson is survived by his widow, two daughters and a brother.

Spencer S. Cole, secretary of the Life Underwriters' Association of Los Angeles, suffered a slight stroke of paralysis last week which affected the use of his tongue and the muscles of his face. He was immediately taken to his home and later upon advice of his physician was removed to the Good Samaritan Hospital. It is reported that he is experiencing satisfactory progress in regaining his health and that a complete recovery may soon be expected. Mr. Cole has been connected with the Los Angeles association as its secretary for the last 10 years, first as a part time position in connection with his regular work as a member of the agency staff of the home office agency of the Pacific Mutual Life, and later as a whole time secretary.

William O. Cord of Dayton, O., general agent of the Penn Mutual Life, who recently wrote Frederick Patterson, president of the National Cash Register Company, for \$1,000,000 insurance, placed \$200,000 additional insurance on Mr. Patterson's life three days after he delivered the \$1,000,000. This makes his total insurance \$2,000,000. Mr. Patterson is very well satisfied with what has been done for him through life insurance.

Assistant Manager Raymond Mills of the Chicago clearing house of the Mutual Life of New York left for Eagle River, Wis., Saturday for a three weeks' outing. This is no ordinary vacation note, for this happens to be the first time in 15 years that Mr. Mills has been lured away from his desk.

William H. Wood, of Memphis, Tenn., one of the most widely known insurance men of the south and director of agencies for the New York Life for the gulf division, died there last week. He had been with the company for 36 years and was a Memphis resident for more than 30 years.

John W. Pattison, vice-president of the Union Central and son of the late John M. Pattison, former president of the Union Central and a governor of Ohio, will be a candidate for state treasurer at the primary Aug. 10 on the Democratic ticket. Mr. Pattison has long been interested in the activities of the Democratic party but this is the first time he has run for office.

He was educated at Ohio Wesleyan.



JOHN W. PATTISON

When the United States entered the World War, he attempted to enter the armed services, but was rejected and found his place in the overseas Y. M. C. A. forces. He later joined the Polish army as an aviator during the hostilities with bolsheviks and stayed there for two years, being discharged with the rank of captain at the close of that war. Mr. Pattison is one of the most enthusiastic aviators in his section of the country.

E. S. Jensen, assistant actuary of the Great Republic Life, and Miss Dorothy E. Lounsbury were married recently in Glendale, Cal. Following a honeymoon trip to San Francisco and other points in northern California, they are now at home in Glendale.

William H. Harrison, superintendent of agencies of the Atlantic Life, who underwent an emergency operation for removal of his appendix several weeks ago at St. Luke's hospital, Richmond, has recovered sufficiently to be able to leave the hospital. He expects to be back at his desk soon.

The July staff meeting of the United States Life, held last week, was in the nature of a testimonial to those who have been in the official family for half a century. Fred S. Reed, head of the mortgage investment department, had just completed his 50th year of continuous service with the company and thus the meeting was especially in his honor. Mr. Reed was presented with gifts by other members of the staff and presentation speeches were made by Dr. John P. Munn, chairman of the board, whose association with the company as medical examiner began nearly 50 years ago, and Leslie H. Smith, head of the policy loan division. C. P. Fraleigh, vice-president, who has been with the company over 55 years, was unable to be present, as he is on his vacation. William M. Perry, also on the payroll of the company for 50 years, though on a pension for the last three years, was unable to be present, but a gift, accompanied by a resolution from the staff, was sent to him.

The death of J. B. Harrell, associate general agent for the Connecticut Mutual Life at Oklahoma City, marked the passing of one of the pioneer life underwriters of Oklahoma. Mr. Harrell had been in the business in Oklahoma since 1889, and was a prominent member of the Oklahoma Life Underwriters Association. He was 68 years old at the time of his death.

Dr. Robert Laning Lounsbury, medical director of the Security Mutual Life of Binghamton, died last Friday night at Adams, Wis., on board a train enroute from Minneapolis. Along with President D. S. Dickenson and other officers of the company, Dr. Lounsbury was returning from the



convention of Security Mutual agents held last week at Minneapolis and was in the best of health until stricken suddenly with cerebral hemorrhage. Born in Tioga county in 1869 and graduated as a doctor of medicine from New York University in 1889, he began his practice in Oswego and later practised seven years in Buffalo, becoming in 1897 assistant medical director of the Security Mutual Life. During the war Dr. Lounsberry served in his district as one of the medical advisory board.

H. J. Cummings, associate manager of agencies at the head office of the Minnesota Mutual Life, is spending some time in Indiana and Ohio where several agencies were established during June. Mr. Cummings is perfecting the organization in those states.

Julian S. Myrick of Ives & Myrick, general agents in New York city of the Mutual Life of New York, has been chosen secretary of the Republican Business Men, an organization recently formed to take a prominent part in the coming state campaign. It plans a special drive for the reelection of United States Senator James W. Wadsworth, Jr.

J. J. Parker of Cleveland Heights, O., was honored at a luncheon last week for selling \$40,000,000 of insurance for the New York Life in 40 years. Mr. Parker has averaged \$1,000,000 a year, with half a dozen \$1,000,000 policies among them. The luncheon was given by agents of the New York Life. Mr. Parker was at one time a teller in a St. Paul bank, champion boxer and hiker of his neighborhood and an able politician, but since going to Cleveland he has devoted his entire time to the life insurance business. He is now 67 years old, but has no intention of retiring.

J. C. Cummins, executive adviser of the Equitable Life of Iowa, has returned to the office following a prolonged illness.

Vice-President T. A. Phillips of the Minnesota Mutual Life, who has been ill for the past several months, is improving and expects to be back in his office the latter part of the summer.

#### LIFE AGENCY CHANGES

#### MINNESOTA MUTUAL LIFE NAMES SEVERAL GENERAL AGENTS IN WESTERN AND SOUTHERN STATES

J. T. McKinsey has been appointed general agent at Enid, Okla., for the Minnesota Mutual Life and began his new work July 1. As branch manager for the Missouri State Life at Sioux City, and later as general agent in St. Louis for the Continental Life, Mr. McKinsey has had the best of experience.

Jay D. Waite has taken over the general agency of the Minnesota Mutual Life at Cedar Rapids, Ia. Mr. Waite has had nine years of experience in the home offices of life companies, the last seven of which were spent in the actuarial department of the Farmers & Bankers Life of Wichita, more recently as actuary of that company.

Henry G. Clark, as general agent, is making his permanent headquarters at Visalia, Cal. Mr. Clark was formerly in the general insurance business, and had a nicely organized agency at Chico, Cal.

L. C. Narregan has been placed in charge of the Medford, Ore., general agency.

#### MONTANA LIFE APPOINTMENTS

The Montana Life has appointed E. Z. Taylor general agent at Idaho Falls.

## We Want Four Business Builders

Men who can secure and train agents have four exceptional opportunities NOW with The Lincoln National Life.

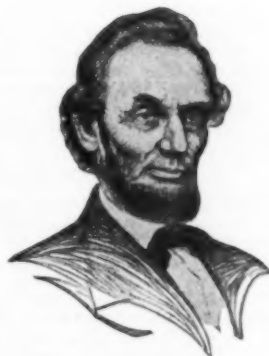
*These four Managerial Opportunities are for the territory which surrounds and includes*

*Wichita, Kansas  
Lincoln, Neb.  
Indianapolis, Ind.  
Des Moines, Iowa*

Our plan of compensation for these four managers is a salary, dependent in size upon the agency production; commission for personal business; travelling expenses for organization work and a renewal overwriting in the business.

Here is a real chance for men with the proper aggressiveness to help themselves by helping others.

LINK UP WITH THE LINCOLN



## The Lincoln National Life Insurance Company

*"Its Name Indicates Its Character"*

Lincoln Life Building Fort Wayne, Ind.

More Than \$425,000,000 In Force

*You may believe there is nothing new under the sun, but after considering our General Agency proposition you may not be so sure about it.*

**T**HE Gem City Life was organized in 1911. For over 15 years the company has had a steady and satisfactory growth. Old enough to have secured valuable underwriting experience—big enough to have financial stability—young enough to have high ideals and great ambition, and small enough to be able to maintain a personal contact with its agents. The Gem City Life is an ideal organization in which you will find all the good things you have been seeking in a company.

General Agency Openings in  
*West Virginia, Georgia, Alabama, Louisiana, S. E. Ohio*



## The GEM CITY LIFE INSURANCE COMPANY

Dayton - - Ohio

I. A. MORRISETT, Vice-President

We have openings in Ala., Ark., Del., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., N. M., N. C., Okla., S. D., W. Va. and Wyo.

**Our Agents Have  
A Wider Field—  
An Increased Opportunity**

**Because we have**

Age Limits from 0 to 60.  
Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i. e. Annual, Semi-annual or quarterly premium plan.  
Participating and Non-Participating Policies.  
Same Rates for Males and Females.  
Double Indemnity and Total and Permanent Disability features for Males and Females alike.  
Standard and Substandard Risk Contracts, i. e. less work for nothing.

**THE OLD COLONY LIFE INSURANCE  
COMPANY of CHICAGO**

B. R. NUESKE, President

## OUR NINETY-FIRST BIRTHDAY

Ninety-one years ago, April 1, 1835, Massachusetts chartered the New England Mutual. This is the oldest Charter now existing.

The granting of this Charter had a vast significance, for it introduced a New Idea, which cleared the way for the present growth of Life Insurance.

**THAT IDEA WAS MUTUALITY**

**New England Mutual Life Insurance Company**  
of Boston, Massachusetts

Mr. Taylor was formerly a well known life underwriter in eastern Idaho, but more recently has been with the Idaho Life at Sacramento. His new territory includes the irrigated valleys around Idaho Falls and the noted wheat country between St. Anthony and Driggs.

The company has appointed T. C. Downs district agent at Spokane, where he will occupy quarters in the office of O. P. Pring, general agent in eastern Washington. Mr. Downs was formerly with the Equitable Life in Montana and Washington.

Harry E. Ulery, formerly general agent of the Montana Life at Sydney, and subsequently a member of the Pioneer Loan & Realty Agency there from which he retired to enter the automobile business at Miles City, has returned to the Montana Life as general agent at Glendive. An arrangement has been made between Mr. Ulery and the Pioneer Loan & Realty agency whereby both agencies will cover the territory included in Custer, Prairie, Dawson, McCone and Richland counties.

### Change in Women's Department

Mrs. Loraine S. Ferrer, who established and managed the women's department of the Milwaukee office of the Mutual Life of New York for the past year and a half, has resigned to become associated with the National Bank of the Republic at Chicago. She will organize a bond, savings and insurance department for women for that institution. Miss Beatrice Roback, who has been with the Mutual Life at Milwaukee for the past two years and who was assistant to Mrs. Ferrer, has taken over her position.

### H. C. Brown

The Great Republic Life announces the appointment of H. C. Brown as general agent at Fresno, Cal., effective July 1. Mr. Brown has heretofore represented an eastern company at Fresno

as general agent, resigning this connection to go with the Great Republic. He has already produced considerable business and is making a fine record in personal production and also in agency organization work.

### James A. Maddox

James A. Maddox has resigned as district manager of the Missouri State Life at Columbus, O., to become a general representative of the American Insurance Union. Mr. Maddox, who went to Columbus 18 years ago from Cincinnati, was formerly engaged in newspaper and theatrical work.

### C. W. Cottingham

C. W. Cottingham of Charles City, Ia., field representative of the Equitable Life of New York, has been promoted to manager at Sioux City.

### J. J. Huber

J. J. Huber, recently named as general agent for the Continental Life of St. Louis, with offices on North Grand boulevard in St. Louis, has retained the services of several successful life insurance salesmen, including F. A. Blanchfield, Charles G. Knetzger, V. J. Leonard, Joseph P. Madden, Charles Rahmberg and Ed Schuerer. In June Mr. Huber led the agents attached to the St. Louis branch office with 35 applicants and was fifth in volume of production with \$36,745.

### C. T. Leonard and R. L. Webster

C. C. Claybaugh of the Maryland Life, who has just returned from an extended business trip through the south, reports the establishment of two new agencies in Georgia, one at Greensborough under the management of Calvin T. Leonard and the other at La Grange which Robert L. Webster will supervise.

## EASTERN STATES ACTIVITIES

### KNIGHT AGENCY'S JUNE LIST

**Campaign for New Business During the Month Was Carried on By Committee of Men**

NEW YORK, July 15.—June produced a tribute to Chas. B. Knight, general agent for the Union Central at New York City, in the form of a campaign for new business. It was managed by a committee of the older and more experienced agents whose services were at the command of their fellow-workers during the whole month. Investigation showed that the greatest preceding month in point of the number of applications submitted was May, 1925, when 548 were sent to the home office. Conditions this year were not favorable for exceeding the total volume of business for the record month in that respect, so the committee decided to set 600 applications as the goal.

### Agency Head in Europe

While a final report is yet impossible, the committee has announced that 687 applications are in for a volume of \$8,803,974. It will take a week or so longer to check and determine the exact results. Needless to say, Mr. Knight was delighted when he heard by cable of the tribute which had been paid him. He left for an extended tour of Europe some time ago, so that the committee was able to carry out its plans without his knowledge.

Awards were given to first and second places under the headings of (1) largest amount of paid business, (2) greatest number of applications, (3) the largest amount examined during June and paid for before July 15 and (4) the greatest number of lives examined and the business paid for before June 15.

### OBJECT TO MUCH REGULATION

**Capt. White of the West Virginia Department Sees Danger in Special Qualification Laws**

Capt. W. E. White, deputy insurance commissioner of West Virginia, stated at the annual meeting of the West Virginia Association of Insurance Agents that he is opposed to a special agency qualification law, because it interferes with contractual rights. He declared that the West Virginia department takes it for granted that when a company applies for a license for an agent it has investigated the agent and is satisfied that he is competent and qualified to write insurance. If the department finds that this is not the case, the license is revoked and no renewal will be granted. He stated that the West Virginia department takes the position that it does not desire to regulate any more than is necessary. He feels that qualification acts may go too far.

### Arnold Visits Ohio Agents

O. J. Arnold, president of the Northwestern National Life, spent several days last week visiting with his field men at the Cincinnati office which is under the direction of John B. Keena.

One of the reasons why his company has progressed so rapidly has been that Mr. Arnold recognizes that the source of all growth is through the agency forces. Without agents bringing in new premiums, the forward movement of any company would be at a standstill. He, therefore, makes it his practice and pleasure to meet with the field men at every opportunity and he is successful in getting their viewpoint and to learn what is necessary in order that they may build up a prosperous business for



themselves and at the same time to assist in the development of his company.

#### Grange Life Expanding

The agency department of the Grange Life of Lansing, Mich., is to be moved to new quarters in the American State Savings Bank building, as a result of business expansion which has resulted in severe congestion in the headquarters offices on the top floor of the same building. Quarters have been obtained on the third floor for the agency department while other departments will continue to occupy the eighth floor.

President Nathan P. Hull announced this week that I. D. Wallington, formerly of a local agency, and Walter O. Menge has been added to the executive staff. Mr. Wallington, former senior partner of Wallington & Padgett, becomes field manager, while Mr. Menge, a former instructor in actuarial practice at the University of Michigan and member of the American Institute of Actuaries, has been appointed actuary.

#### Given Temporary License

A temporary license has been granted the Sun Life of Canada in Indiana pending an examination and other details.

connected with the recent reinsurance by the Sun Life of the Cleveland Life, which has been operating in Indiana for several years.

#### Ohio Agent Sets High Mark

Fred Hoch of the Marion, O., agency of the Ohio State Life has established a record of writing \$44,000 of insurance in 44 days. This mark has been reached in connection with the campaign which the field force of the Ohio State Life is putting on in honor of D. F. Shafer of Mansfield, oldest member of the company's field force in point of service.

#### Travelers New Branch Office

NEW YORK, July 14.—A new branch office to be known as the Eighth street branch will be opened by the Travelers on Aug. 2, and will occupy quarters on the fourth floor of 13 Astor place. It will be in charge of C. J. Gray, at present assistant to Manager Lounsbury of the 34th street branch, and will handle life, group and accident business. With the opening of this new office the Travelers will have nine branches within greater New York in addition to 16 general agents.

## IN THE MISSISSIPPI VALLEY

#### SELECT DATE FOR WISCONSIN

Insurance Day, in Which All Classes of Companies and Agents Will Join, to Be Oct. 20

MILWAUKEE July 14.—Wisconsin Insurance Day, tentative plans for which were made at the recent annual meeting of the Insurance Federation of Wisconsin, will be celebrated in Milwaukee Oct. 20. That date was selected at a meeting here this week of the committee in charge of the event. It is planned to make it the biggest gathering of insurance men ever held in this state.

#### Committee Is Appointed

The "master committee" to arrange for Wisconsin Insurance Day, which the Insurance Federation of Wisconsin will sponsor following the adoption of a resolution at the recent annual meeting, has been appointed. All members are presidents of their respective organizations with one exception, that being J. F. Reilly, secretary-treasurer of the Life Convention of Wisconsin. E. A. Pipenbrink, president of the Wisconsin Federation, is chairman of the committee, and the other members are: H. B. Leedom, Casualty Underwriters Association of Wisconsin; Emil Halkey, Surety Underwriters of Milwaukee; W. B. Calhoun, Milwaukee Board of Fire Underwriters; Earle Fisk, Wisconsin Association of Insurance Agents; E. L. Carson, Life Underwriters Association of Milwaukee; T. F. Hagan, Wisconsin Fire Underwriters Association; John Brown, Wisconsin Insurance Club; Tom Larkin, most loyal gander, Wisconsin Blue Goose; C. G. Traphagen, Accident & Health Underwriters; J. A. Karel, Wisconsin Fraternal Congress; George E. Jacobs, Mutual Fire Companies Association; Charles Hutchinson, Wisconsin State Fire Prevention Association, and Mr. Reilly.

#### Michigan Mutual's Meeting

Fifty representatives of the Michigan Mutual Life of the Iowa and Illinois districts met at Rock Island last week with President J. J. Mooney in charge of the sessions. The district in the last six months reported \$800,000 insurance business under J. E. Walker of Davenport, general agent.

#### License Assessment Society

The Protective Mutual Life, an assessment life company organized in Chicago, has been licensed by the Illinois department.

#### PROMOTERS WERE SENTENCED

Hercules Life Case in Chicago Again Heard in Court, With Final Decision Against Them

Judge Wilson of the circuit court in Chicago has sentenced the promoters of the Hercules Life of Chicago to six months in the county jail for refusing to turn over to the Chicago Title & Trust Co., the money received by them as stock subscriptions in the promotion of the company. The Hercules Life was launched in 1916 and early in 1918 suit was brought by H. Johnson, one of the incorporators, charging misappropriation of the money collected on stock subscriptions. The Chicago Title & Trust Co. was appointed receiver. In 1922 the court held that the money aid in on stock subscriptions constituted the trust's funds and thus should be paid in to the receiver. The case was carried through to the Illinois supreme court, which refused to review the decision. The matter thus came back to the Chicago court and, on motion of the receiver and the stockholders to commit the promoters to the county jail until they turned the stock subscriptions over to the receiver, this sentence was handed down.

#### Had Good June

J. A. Campbell, manager of the central branch office of the New York Life, reports total paid business in June of \$2,985,000, compared with \$2,300,000 in June, 1925. The office has brought its six months' total well above the allotment of \$10,000,000, having paid for \$11,349,579 in that period. The stock exchange branch office also had an excellent June, paying for \$822,500, compared with \$660,000 in June, 1925. Its six months' total is \$2,600,000, compared with an allotment of \$2,500,000. The west side branch office in Chicago has far exceeded its allotment of \$2,900,000 for the six months, paying for \$3,425,000.

#### Has Right to Charge Beneficiary

The Nebraska supreme court has ruled that a contract made by the holder of a fraternal beneficiary certificate with another by which she agrees to continue him as beneficiary in consideration of his paying the assessments on that policy, as well as on another for her husband, is unenforceable at law insofar as it seeks to estop the holder of the policy from changing the beneficiary and such contract does not impress the funds received on the policy with a trust in

# CHICAGO

## "The City of Progress Plus"

THERE are more than three million prospects in this great city. Opportunity abounds at all times—

But at this time particularly is there a real opportunity for an "honest-to-goodness" life insurance man—one who can fit in with the "I will" spirit of this "city of go," to make a general agency connection with the only strictly mutual, legal reserve Company, operating on the full level premium basis and domiciled in the state of Illinois.

Get all the facts—

## MUTUAL TRUST LIFE INSURANCE COMPANY

CARL A. PETERSON, Vice President  
A. E. WILDER, Director of Agencies

The Chicago Temple - Chicago

## Policyholders' Savings

The Midland Mutual Life believes in the annual distribution of mortality savings and excess interest earnings. For that reason *extra dividends* are declared as often as possible and added to the liberal dividend schedule now effective. Exceeding low mortality together with high net interest earnings indicates that large extra dividends will be distributed.

"Performances in excess of promises" is our slogan.

If you want to build a general agency of your own with a real policyholders' company write today.

Opportunity knocks at your door in Illinois, Indiana, Michigan, West Virginia, Pennsylvania, Maryland, New Jersey, District of Columbia and Virginia.

## The MIDLAND MUTUAL LIFE INSURANCE COMPANY

COLUMBUS, OHIO

**GF Allsteel**  
The Complete Line of Office Equipment

### Allsteel Files

**D**RAWERS that operate at a touch, with velvet smoothness—greater filing capacity per unit—unusual fire protection—and no wearing out. All these are Allsteel File advantages.

Welded construction throughout, beautifully and richly finished in baked-on enamel. Allsteel Files—like the entire Allsteel Office Equipment line—guarantee you permanent satisfaction at a reasonable cost.

Write for the new GF Allsteel Furniture Catalog  
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Youngstown, Ohio  
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Attach this coupon to your firm letterhead

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NU

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City.....State.....

favor of the person paying the assessments.

Mrs. Ida A. Wallace made such a contract with her son Richard R. Wallace, with respect to a \$2,000 policy she carried in the Royal Highlanders. Before she died she changed the beneficiary to Donald D. Wallace, another son. The order paid the money into court, being unwilling to decide which son should have the proceeds.

### To Have Agency Conference

Alexander Patterson, agency manager for the Equitable Life of New York in Chicago, has arranged for the annual educational conference of his agency to be held at Delavan Lake, Wis., Sept. 2-3, with Vice-President F. H. Davis as the principal speaker. These educational conferences were instituted by Mr. Patterson last year and will be maintained as an annual custom for the agency. Mr. Patterson holds monthly luncheon conferences with the agency, an annual golf day celebration in the early summer and this annual educational conference in the fall. Qualification for the Delavan conference is based on new business secured between July 1 and Aug. 28. Well over 50 agents will probably qualify for the conference, that number qualifying last year.

### Had Record Month

The Chicago branch of the Equitable Life of New York established a record in June, when it paid for \$7,601,000, which is \$475,000 over the highest previous month in the Chicago department. This brought the total of the Chicago district for the first six months of the year to \$39,587,000, an increase of \$6,273,000, or 19 percent over the same period of 1925. The tremendous increase in business was shared by all of the agencies in the Chicago department and the total was written without any unusual production effort. The Patterson Agency led with \$1,300,000 in paid business, the Girault Agency being second with \$1,023,000 and the Hobbs Agency third with \$810,000.

### Licensed in Nebraska

The Cosmopolitan Risk Association, formerly the Cosmopolitan Thrift Club, has been licensed in Nebraska. It will do business on the mutual legal reserve plan. C. H. Roper is president, F. B. Fleming secretary and D. H. Campbell vice-president.

### Doubled June Business

The Chicago agency of the Aetna Life, under the management of S. T. Whatley, had a record June, increasing the production of June, 1925, by practically 100 percent. The paid business is the ordinary department in June was \$2,069,000, compared with \$1,073,000 in June, 1925. This brings the paid business in the agency for the first six months of the year to \$12,502,000, compared with \$10,069,000 in the same period of 1925, a gain of 25 percent.

### Commended by Attorney-General

MONMOUTH, Ill., July 15.—The Illinois Bankers Life has received a communication from the Illinois attorney-general, commending it on its cooperation in the recent litigation. He expressed approval of the company's present financial status.

### Settle Claims to Insurance

Claims of W. H. Williams and John Challoner to the life insurance policies of the late E. R. Hicks were upheld in circuit court at Oshkosh, Wis., by Judge Beglinger, who acted as referee. There was dispute over the claims in settling the estate, and the Northwestern Mutual Life deposited \$19,406 with the court. Mr. Williams and Mr. Challoner were assignees of the insurance of Mr. Hicks, the deceased having turned his policies over to them after they had

signed notes for him to enable him to borrow money. Judge Beglinger in his decision approving the claims ordered that the sum of money deposited with the court while the litigation has been in progress be paid to the assignees proportionately as they have demanded. Mr. Challoner claimed to have a separate interest in the fund in excess of the amounts paid into the court, but was

willing to share proportionately with Mr. Williams. The court came to the conclusion that it was only necessary for the assignees by any proper proof to show what money had been paid by them for Mr. Hicks on the various notes upon which they had become obligated for his accommodation, in order to show the amount of their interest in the insurance money.

## IN THE SOUTH AND SOUTHWEST

### UNION LIFE HAS CONVENTION

Bankers Who Represent the Rogers, Ark., Company Held Their Annual Meeting This Week

The annual agency convention of the Union Life of Rogers, Ark., was held this week at the home office. General Manager Elmo Walker presided at the Wednesday morning session being held in the home office auditorium. Rev. Ben H. Moore gave the invocation, followed by J. W. Walker, president of the company, giving the address of welcome. E. J. Loop of the Baxter County Bank at Cotter, Ark., gave the response. Claude Duty, deputy commissioner in charge of the Arkansas insurance department, gave an address as did D. M. Carter, eastern representative, on "How Banks Render Service Through the Sale of Life Insurance." There was a buffet luncheon given in the home office building.

### Dr. Huebner Is Speaker

In the afternoon Dr. S. S. Huebner of the Wharton School of Finance & Commerce of the University of Pennsylvania gave an address. At this meeting a number of business men and women of the city attended. In the evening there was a dinner at the new Dream Valley Club auditorium at Dream Valley, the country home of President J. W. Walker. President Walker constructed an auditorium during the year for the special purpose of holding the conventions of the Dream Valley Club. All the men stayed at Dream Valley over night and had their breakfast there. In the morning the Dream Valley Club assembled, being presided over by President L. L. Green. The talks there were given by C. M. Cartwright of THE NATIONAL UNDERWRITER and J. M. Dempsey of Des Moines, manager of the northwest department of the "Diamond Life Bulletin Service." At noon luncheon was served at Bella Vista. In the evening there was a dinner at Monte Ne followed by dancing.

### Southern Confectioners' Insurance

With the completion of final arrangements whereby members of the Southern Wholesale Confectioners Association may avail themselves of the employees' cooperative insurance plan of the Metropolitan Life for their employees, southern confectioners have it is believed taken a long step towards improving employee relations and solving the problem of "drifting labor," always a big one in the candy-making industry. Under the plan adopted, three classes of insurance will be offered employees of the confectioner who is a member of the association. The first class is a \$1,000 policy for employees, the second consists of a \$1,500 policy for salesman and department heads and the third class consists of a \$2,500 policy for executives.

### Working in Virginia

A. Howard Blanton, supervisor of agencies of the Minnesota Mutual, with headquarters at Columbia, S. C., will spend practically all of July and August in the Virginia field where he is concentrating on organization.

### APPLICANT WAS TUBERCULAR

Texas Court of Civil Appeals Says Trial Court Jury Exceeded Prerogative in Disregarding Evidence

In National Life & Accident vs. Sanchez, court of civil appeals of Texas, 281 S. W. 891, an action was brought to recover on a policy following the death of the insured. The company denied liability on the ground that the insured was suffering from tuberculosis when the application for the policy was made. Upon the trial of the cause, judgment was rendered in favor of the plaintiffs, on findings of the jury that the insured was not suffering from tuberculosis when the policy was applied for. The findings were made, it appears, in the face of much evidence that the insured had knowledge that he was afflicted with tuberculosis prior to the issuance of the policy. On this state of facts the higher court in reviewing the record and in reversing the judgment, said:

"Briefly summarized, the undisputed evidence showed that Sanchez was ill, and knew he was ill, in November, that because of his illness he sought and obtained the medical attention of a disinterested tuberculosis specialist, who ascertained from a thorough examination and indubitable symptoms that the patient was afflicted with tuberculosis at that time, and prognosticated his death from that disease within six months, that the boy was relieved of his employment on account of his illness, and that his death from that disease followed within six months, in confirmation of Dr. Farmer's melancholy prognosis. The jury exceeded their prerogative when they disregarded this evidence and resorted to surmise and conjecture to find facts directly in conflict therewith."

### Reorganization Is Effected

The reorganization of insurance supervision in Louisiana is now assured, both houses of the state legislature having adopted the Johnson bill, which creates a state insurance commission of three members, reorganizes the bureau, makes rate mandatory and commissions to agents uniform. The bill will be signed by the governor and will be effective Aug. 1. It is anticipated that the reorganization will be in effect by October, with the creation of stamping offices and other details, including the appointment of the three commissioners. Commissioners will be appointed for two, four and six years, respectively, one being named by the governor, one by the attorney-general and one by the secretary of state.

### Houseworth "Climbers Club" Leader

J. E. Houseworth, Jr., of Philadelphia, is the star producer in the original Climbers Club of the International Life, leading the agency force in June. The Climbers Club was recently formed and at the end of every month the company will announce the names of the ten producers who won rungs of the ladder of the Climbers Club the previous month.

The other original members of the Climbers Club are Jack V. Keenan, Denver; T. H. Thornton, Los Angeles; Robert Cleland, St. Louis; L. A. Sparks, Eufaula, Ala.; L. N. Benedict, Los Angeles; O. K. Sutton, V. W. Moss, W. G. Fairbank and H. B. Keck.



## PACIFIC COAST AND MOUNTAIN FIELD

### JOINS GREAT REPUBLIC LIFE

**W. L. Douglas, Formerly Big Producer of Mutual of New York, Is General Agent at Stockton**

W. H. Savage, vice-president of the Great Republic Life, announces the appointment of W. L. Douglas as general agent at Stockton, Cal., with office in the Commercial & Savings Bank building. For the past six years Mr. Douglas has been manager of the San Joaquin County Fair Association, but prior to engaging in this work he was for 25 years a big personal writer for the Mutual Life of New York, first in the Spokane, Wash., field, from which he was transferred to the Seattle agency as superintendent of agents of that district, later being connected with the Portland, Ore., agency in the same capacity. He went to San Francisco in 1914 and was located at Santa Rosa as district superintendent until 1918, when he was transferred to Stockton. His entire experience heretofore has been with the Mutual Life and covers a successful record of results. It is the intention of Mr. Douglas not only to engage actively in personal production but also to organize and develop an agency organization in his field.

### Los Angeles Agency Going Strong

Roy H. Sheldon, general agent at Los Angeles in charge of the southern California agency of the Equitable Life of Iowa, reports that June was the largest month in volume of production that has ever been experienced in the history of the agency, the total amount on paid-for basis being \$536,000. This record won second place for the agency in June, the volume being exceeded only by the New York City agency. The Los Angeles agency ranks fourth among all of the company's agencies in volume of paid-for production for the year to July 1. Mr. Sheldon, accompanied by his wife and also by Emery E. Olsen, agency supervisor, expect to leave Los Angeles for Des Moines on July 20, going on to Chicago to attend the company's annual agency convention.

### Extending Its Organization

Ray P. Cox, western manager of agencies for the Minnesota Mutual Life at San Francisco, is arranging to carry on an intensive campaign for the next 90 days appointing agents. The Minnesota Mutual Life is enlarging its organization in the Pacific coast territory and is meeting with success.

### New World's Oregon Appointment

James L. Collins, vice-president and superintendent of agencies of the New World Life, announces the appointment of Charles A. McCargar and Kenneth MacKay as general agents for the state of Oregon, with offices in the Northwestern National Bank Building at Portland. Mr. McCargar has been a prominent life underwriter in Portland for many years as a member of the firm of McCargar, Bates & Lively, general agents of the Aetna Life. Mr. MacKay also represented the Aetna for a number of years in Portland, where he is well known as a highly successful personal producer.

### New Agent Is Production Leader

"Bill" Gatlin, a new member of the field force of the Los Angeles Sunkist agency of the Central Life of Des Moines, won the \$10 gold piece offered by W. H. Carter, general agent, for leadership in personal production for June. Although he has been connected with the agency less than 30 days, he accounted for a volume of new insurance amounting to an even \$100,000.

The \$5 prize for the agent writing the largest number of applications for the month was won by Parke M. Walker, who wrote six applications aggregating \$52,000.

### Combine Mutual Benefit Agencies

The Utah and southern Idaho agencies of the Mutual Benefit Life have been combined. Headquarters will be in Salt Lake City. Announcement was made by G. E. Hanson, local manager.

### Wilkes Visits Coast Agencies

Agencies of the Metropolitan Life are being visited by E. K. Wilkes of San Francisco, third vice-president of the company. Mr. Wilkes addresses gatherings of agents at each agency.

### Honor Travelers' Seattle Leaders

The \$100,000 men of the Travelers were guests of honor at a banquet given at Seattle. Those of the Seattle agency who wrote \$100,000 or more life during June are B. J. Taylor, J. R. Storm, J. L. Huxley, L. I. Cysewski and J. C. Hazelett of Seattle; G. F. Hudson of

# Reliable



**The Reinsurance Life**  
Des Moines

# AMERICAN CENTRAL LIFE

**INSURANCE CO.  
INDIANAPOLIS**

ESTABLISHED 1899

**HERBERT M. WOOLLEN, President**

# Your Prospect's Future is the same as your own

When you line him up for the policy he wants, and the policy he needs, you have made a staunch friend, and contented customers mean repeat orders in insurance as well as other lines of business. Sell this contract:

Any natural death.....\$5,000  
Any accidental death.....10,000  
Certain accidental deaths.....15,000  
Accident Benefits \$50 per WEEK.  
(Non-cancellable)  
Also Disability Income, Waiver of Premiums, etc.

## ALL IN ONE POLICY

You can see how worthy such a contract is in the hands of a progressive agent and we invite you to give serious consideration to the United Life "Policy You Can Sell."

There may be an opportunity in your town. Our Vice President, Eugene E. Reed, will tell you all about it. Write him direct . . . and directly.

# UNITED LIFE AND ACCIDENT INSURANCE COMPANY

Concord

New Hampshire

**Inquire!**

## DISTINCTIVE PROGRESS

"In great things, steady, consistent growth to meet the needs of the times, never slow, never hasty—always forward to accomplishment."

### The Mutual Life Insurance Company of New York America's Oldest Legal Reserve Life Insurance Company

The record and progress of The Mutual Life have been distinctive, and the notable changes and developments now marking its history in meeting the requirements of increasing demand and a quickening growth are evolved from almost a century of experience and success.

Policy contracts completely revised in 1925. New contracts attractive in appearance, phrased in every-day language "easy to read," easy to understand and to construe. They contain all the old provisions justified by experience and all the new warranted by science and by the knowledge of experience. Improved Disability and Double Indemnity Benefits—under new provisions.

Salary Deduction (allotment) Plan of insurance now written by the Company.

Children's Insurance now written on standard forms, ages 10 to 15.

An increased Dividend scale in 1925—the sixth consecutive increase.

A majority of policy loans granted locally at Managing Agency Offices.

The Company writes all standard forms of insurance. Same terms to men and women.

Age limits, 10 to 70, inclusive.

A Company conservative for entire safety, but forward-looking and forward-moving in accord with the new spirit and new demand of the times.

Those who contemplate taking up field work are invited to apply to

**THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK**

34 Nassau Street - - - - - New York City, New York

## GAINS IN 1925

Insurance in force.....35%  
Assets.....14%  
Surplus to Policyholders.....21%  
Income.....50%

### THE TOLEDO TRAVELERS LIFE INSURANCE COMPANY

TOLEDO, OHIO

Orson C. Norton, President

Aberdeen and J. E. Hamilton of Monro.

### Sales School in Seattle

A three-week school on selling of life insurance for agents of the company in Washington has just been completed in Seattle by Dr. G. B. Van Arsdale of

the Equitable Life of New York with about 45 agents from various points in the state present. The course is similar to others conducted by Dr. Van Arsdale in other parts of the country. C. J. Sauter, agency director of the Equitable in Seattle, assisted Dr. Van Arsdale.

## NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May and April respectively. PRICE, \$3.50 and \$2.00 respectively.

## Pacific Mutual's New Dividends

THE Pacific Mutual Life has published a new dividend schedule, schedule is as follows for the principal effective July 1, showing increases in policy forms, ordinary life, 20-payment dividends of from 5 to 10 percent, varying with policy form and age. The new life and 20-year endowment:

Age	Ordinary Life									
	1	2	3	4	5	6	7	8	9	10
16	\$3.96	\$4.02	\$4.08	\$4.15	\$4.22	\$4.31	\$4.40	\$4.50	\$4.60	\$4.71
17	4.00	4.07	4.14	4.21	4.29	4.37	4.47	4.57	4.67	4.78
18	4.04	4.12	4.20	4.28	4.36	4.45	4.55	4.65	4.75	4.86
19	4.09	4.17	4.26	4.35	4.44	4.54	4.64	4.74	4.84	4.94
20	4.14	4.23	4.32	4.42	4.52	4.62	4.72	4.82	4.92	5.02
21	4.21	4.31	4.41	4.51	4.62	4.72	4.82	4.92	5.01	5.11
22	4.30	4.40	4.51	4.62	4.72	4.82	4.91	5.00	5.10	5.20
23	4.40	4.50	4.61	4.72	4.82	4.91	5.00	5.10	5.20	5.30
24	4.50	4.60	4.71	4.82	4.92	5.01	5.10	5.20	5.30	5.40
25	4.61	4.72	4.82	4.92	5.02	5.11	5.20	5.30	5.40	5.50
26	4.71	4.82	4.93	5.03	5.13	5.22	5.31	5.41	5.51	5.61
27	4.81	4.92	5.03	5.14	5.25	5.34	5.43	5.53	5.63	5.73
28	4.91	5.03	5.15	5.26	5.37	5.47	5.57	5.67	5.77	5.87
29	5.02	5.14	5.26	5.38	5.49	5.61	5.69	5.80	5.91	6.02
30	5.14	5.25	5.37	5.49	5.61	5.72	5.83	5.94	6.05	6.17
31	5.25	5.37	5.49	5.61	5.72	5.83	5.94	6.05	6.17	6.28
32	5.36	5.48	5.60	5.72	5.85	5.97	6.10	6.23	6.36	6.49
33	5.46	5.59	5.72	5.85	5.98	6.11	6.24	6.37	6.51	6.65
34	5.57	5.70	5.83	5.97	6.11	6.25	6.39	6.53	6.67	6.82
35	5.69	5.82	5.96	6.10	6.24	6.39	6.54	6.69	6.84	6.99
36	5.82	5.96	6.10	6.25	6.40	6.55	6.70	6.86	7.02	7.18
37	5.98	6.13	6.28	6.43	6.58	6.73	6.89	7.05	7.22	7.40
38	6.16	6.31	6.46	6.62	6.78	6.95	7.12	7.30	7.48	7.66
39	6.32	6.48	6.64	6.81	6.98	7.15	7.32	7.50	7.68	7.86
40	6.47	6.64	6.81	6.98	7.15	7.32	7.50	7.68	7.86	8.04
41	6.66	6.83	7.00	7.17	7.34	7.51	7.68	7.86	8.04	8.22
42	6.85	7.02	7.19	7.36	7.53	7.70	7.87	8.04	8.22	8.40
43	7.06	7.23	7.40	7.57	7.74	7.91	8.08	8.25	8.42	8.60
44	7.27	7.44	7.61	7.78	7.95	8.12	8.29	8.46	8.63	8.80
45	7.51	7.68	7.85	8.02	8.19	8.36	8.53	8.70	8.87	9.04
46	7.78	7.95	8.12	8.29	8.46	8.63	8.80	8.97	9.14	9.31
47	8.04	8.21	8.38	8.55	8.72	8.89	9.06	9.23	9.40	9.57
48	8.32	8.49	8.66	8.83	8.99	9.16	9.33	9.50	9.67	9.84
49	8.62	8.79	8.96	9.13	9.30	9.47	9.64	9.81	9.98	10.15
50	8.96	9.13	9.30	9.47	9.64	9.81	9.98	10.15	10.32	10.49
51	9.32	9.49	9.66	9.83	10.00	10.17	10.34	10.51	10.68	10.85
52	9.73	9.90	10.07	10.24	10.41	10.58	10.75	10.92	11.09	11.26
53	10.20	10.37	10.54	10.71	10.88	11.05	11.22	11.39	11.56	11.73
54	10.70	10.87	11.04	11.21	11.38	11.55	11.72	11.89	12.06	12.23
55	11.21	11.38	11.55	11.72	11.89	12.06	12.23	12.40	12.57	12.74
56	11.72	11.89	12.06	12.23	12.40	12.57	12.74	12.91	13.08	13.25
57	12.23	12.40	12.57	12.74	12.91	13.08	13.25	13.42	13.59	13.76
58	12.83	13.00	13.17	13.34	13.51	13.68	13.85	14.02	14.19	14.36
59	13.45	13.62	13.79	13.96	14.13	14.30	14.47	14.64	14.81	14.98
60	14.13	14.30	14.47	14.64	14.81	14.98	15.15	15.32	15.49	15.66
61	14.83	15.00	15.17	15.34	15.51	15.68	15.85	16.02	16.19	16.36
62	15.52	15.69	15.86	16.03	16.20	16.37	16.54	16.71	16.88	17.05
63	16.21	16.38	16.55	16.72	16.89	17.06	17.23	17.40	17.57	17.74
64	16.92	17.09	17.26	17.43	17.60	17.77	17.94	18.11	18.28	18.45
65	17.65	17.82	17.99	18.16	18.33	18.50	18.67	18.84	19.01	19.18

20-Payment Life										
Age	End of Year									
	1	2	3	4	5	6	7	8	9	10
16	\$4.46	\$4.61	\$4.76	\$4.91	\$5.07	\$5.24	\$5.42	\$5.61	\$5.80	\$6.01
17	4.49	4.65	4.81	4.97	5.14	5.32	5.51	5.70	5.90	6.10
18	4.53	4.70	4.87	5.04	5.21	5.39	5.58	5.78	5.99	6.20
19	4.57	4.74	4.92	5.10	5.28	5.47	5.67	5.88	6.09	6.30
20	4.63	4.81	4.99	5.17	5.35	5.54	5.74	5.95	6.17	6.40
21	4.71	4.89	5.07	5.26	5.45	5.65	5.86	6.07	6.28	6.50
22	4.80	4.98	5.17	5.36	5.55	5.75	5.96	6.17	6.38	6.60
23	4.90	5.08	5.27	5.46	5.65	5.85	6.06	6.27	6.49	6.71
24	5.01	5.19	5.37	5.56	5.75	5.95	6.16	6.38	6.62	6.87
25	5.12	5.30	5.48	5.67	5.86	6.05	6.25	6.46	6.69	6.93
26	5.22	5.40	5.59	5.78	5.97	6.17	6.38	6.60	6.82	7.05
27	5.33	5.51	5.70	5.89	6.08	6.28	6.50	6.72	6.94	7.17
28	5.43	5.62	5.81	6.00	6.20	6.41	6.63	6.85	7.07	7.30
29	5.54	5.73	5.92	6.12	6.32	6.53	6.75	6.97	7.20	7.43
30	5.65	5.83	6.02	6.23	6.44	6.64	6.86	7.09	7.33	7.57
31	5.76	5.96	6.16	6.36	6.56	6.77	6.99	7.22	7.46	7.72
32	5.87	6.07	6.27	6.48	6.69	6.91	7.14	7.38	7.63	7.89
33	5.98	6.19	6.40	6.61	6.82	7.05	7.29	7.54	7.80	8.08
34	6.08	6.29	6.51	6.73	6.95	7.18	7.43	7.70	7.98	8.28
35	6.19	6.40	6.62	6.85	7.08	7.32	7.59	7.88	8.18	8.49
36	6.31	6.54	6.77	7.00	7.23	7.48	7.75	8.04	8.37	8.71
37	6.44	6.68	6.92	7.16	7.40	7.66	7.94	8.25	8.58	8.94
38	6.59	6.84	7.09	7.34	7.60	7.86	8.15	8.46	8.80	9.17
39	6.77	7.03	7.29	7.55	7.82	8.08	8.37	8.69	9.03	9.41
40	6.95	7.20	7.46	7.75	8.05	8.35	8.66	8.98	9.31	9.65
41	7.15	7.41	7.68	7.97	8.28	8.58	8.90	9.22	9.56	9.90
42	7.35	7.61	7.89	8.18	8.50	8.81	9.14	9.47	9.82	10.16
43	7.55	7.82	8.10	8.40	8.72	9.04	9.38	9.72	10.08	10.43
44	7.76	8.03	8.31	8.62	8.94	9.27	9.62	9.97	10.34	10.70
45	7.97	8.23	8.52	8.83	9.16	9.50	9.85	10.22	10.60	10.98
46	8.20	8.47	8.76	9.08	9.41	9.76	10.12	10.50	10.89	11.28
47	8.46	8.74	9.03	9.36	9.70	10.06	10.43	10.82	11.22	11.63
48	8.75	9.04	9.34	9.68	10.03	10.40	10.78	11.18	11.59	12.02
49	9.07	9.39	9.72	10.06	10.42	10.80	11.19	11.60	12.02	12.45
50	9.42	9.76	10.11	10.48	10.87	11.27	11.69	12.11	12.52	12.93
51	9.79	10.15	10.52	10.91	11.32	11.75	12.18	12.60	13.02	13.43
52	10.18	10.55	10.94	11.37	11.82	12.25	12.67	13.10	13.52	13.94
53	10.59	10.97	11.38	11.84	12.31	12.74	13.17	13.60	14.03	14.45
54	11.03	11.50	11.96	12.39	12.81	13.24	13.68	14.11	14.55	14.97
55	11.50	11.98	12.45	12.90	13.34	13.77	14.21	14.64	15.07	15.49
56	12.00	12.49	12.97	13.43	13.89	14.32	14.75	15.18	15.61	16.03
57	12.53	13.03	13.52	13.99	14.46	14.88	15.32	15.76	16.19	16.61
58	13.10	13.59	14.07	14.52	14.96	15.40	15.82	16.27	16.70	17.14
59	13.71	14.22	14.72	15.22	15.71	16.18	16.64	17.07	17.48	17.88
60	14.36	14.88	15.39	15.90	16.40	16.88	17.35	17.79	18.21	18.61



Age	1	2	3	4	5	6	7	8	9	10	15	20
15...	15.02	15.55	16.08	16.61	17.13	17.62	18.10	18.54	18.97	19.37	21.61	24.12
16...	15.49	16.23	16.77	17.34	17.88	18.37	18.86	19.31	19.74	20.15	22.32	24.77
17...	15.96	16.92	17.49	18.09	18.66	19.16	19.66	20.12	20.55	20.96	23.07	25.44
18...	16.43	17.68	18.31	18.92	19.48	20.07	20.58	21.01	21.40	21.76	23.87	26.14
19...	16.90	18.38	19.05	19.70	20.34	20.92	21.42	21.84	22.22	22.56	24.73	26.89

## 20-Year Endowment

Age	1	2	3	4	5	6	7	8	9	10	15	20
16...	\$5.48	\$5.85	\$6.23	\$6.62	\$7.03	\$7.46	\$7.93	\$8.44	\$8.98	\$9.55	\$12.58	\$16.15
17...	5.49	5.87	6.25	6.64	7.06	7.49	7.96	8.47	9.01	9.58	12.62	16.21
18...	5.52	5.90	6.29	6.68	7.10	7.53	7.99	8.50	9.04	9.61	12.67	16.27
19...	5.57	5.96	6.35	6.74	7.15	7.58	8.04	8.54	9.08	9.65	12.73	16.34
20...	5.64	6.03	6.42	6.81	7.21	7.64	8.10	8.60	9.14	9.70	12.79	16.41
21...	5.72	6.09	6.48	6.87	7.28	7.70	8.16	8.66	9.19	9.75	12.85	16.49
22...	5.80	6.16	6.55	6.94	7.35	7.77	8.23	8.72	9.24	9.81	12.91	16.57
23...	5.89	6.24	6.63	7.02	7.43	7.85	8.31	8.79	9.30	9.87	12.97	16.65
24...	5.98	6.33	6.71	7.10	7.51	7.94	8.39	8.87	9.37	9.93	13.04	16.73
25...	6.08	6.43	6.80	7.19	7.60	8.03	8.48	8.95	9.45	9.99	13.11	16.81
26...	6.17	6.53	6.89	7.27	7.68	8.10	8.55	9.02	9.52	10.06	13.18	16.90
27...	6.26	6.63	6.98	7.36	7.76	8.18	8.63	9.10	9.59	10.14	13.25	16.99
28...	6.35	6.72	7.07	7.45	7.85	8.26	8.71	9.18	9.67	10.22	13.32	17.09
29...	6.44	6.83	7.16	7.55	7.94	8.34	8.79	9.26	9.76	10.31	13.39	17.19
30...	6.54	6.90	7.27	7.65	8.03	8.43	8.87	9.35	9.87	10.42	13.47	17.29
31...	6.64	6.99	7.36	7.74	8.12	8.52	8.96	9.44	9.96	10.52	13.56	17.39
32...	6.73	7.08	7.45	7.83	8.21	8.61	9.06	9.54	10.06	10.62	13.65	17.49
33...	6.82	7.18	7.55	7.92	8.30	8.71	9.16	9.64	10.16	10.72	13.75	17.60
34...	6.92	7.28	7.65	8.02	8.40	8.81	9.26	9.74	10.26	10.82	13.85	17.71
35...	7.02	7.38	7.75	8.12	8.50	8.91	9.36	9.84	10.36	10.92	13.95	17.82
36...	7.14	7.50	7.87	8.24	8.62	9.03	9.48	9.96	10.48	11.04	14.05	17.92
37...	7.28	7.64	8.01	8.38	8.76	9.17	9.62	10.10	10.62	11.18	14.15	18.02
38...	7.44	7.80	8.17	8.54	8.92	9.34	9.78	10.26	10.78	11.33	14.25	18.13
39...	7.59	7.96	8.34	8.72	9.12	9.55	9.99	10.46	10.96	11.47	14.36	18.24
40...	7.75	8.12	8.51	8.92	9.35	9.79	10.22	10.68	11.14	11.62	14.47	18.35
41...	7.92	8.29	8.68	9.09	9.55	9.99	10.43	10.88	11.34	11.80	14.60	18.48
42...	8.10	8.47	8.86	9.27	9.75	10.19	10.63	11.08	11.54	12.02	14.78	18.63
43...	8.30	8.67	9.06	9.47	9.94	10.38	10.82	11.28	11.76	12.25	15.02	18.79
44...	8.51	8.88	9.27	9.68	10.13	10.57	11.02	11.49	11.98	12.48	15.27	18.96
45...	8.73	9.10	9.49	9.90	10.32	10.76	11.22	11.70	12.20	12.72	15.53	19.15
46...	8.97	9.34	9.71	10.11	10.52	10.97	11.44	11.93	12.45	12.98	15.81	19.37
47...	9.23	9.60	9.96	10.35	10.75	11.21	11.71	12.21	12.74	13.28	16.09	19.62
48...	9.51	9.88	10.24	10.63	11.03	11.50	12.00	12.51	13.04	13.58	16.37	19.89
49...	9.80	10.18	10.55	10.96	11.38	11.85	12.34	12.84	13.36	13.90	16.66	20.18
50...	10.10	10.51	10.93	11.37	11.82	12.30	12.77	13.25	13.73	14.22	16.96	20.50
51...	10.42	10.85	11.29	11.75	12.23	12.69	13.14	13.61	14.08	14.56	17.30	20.82
52...	10.76	11.21	11.66	12.13	12.61	13.07	13.52	13.99	14.46	14.93	17.67	21.15
53...	11.12	11.57	12.03	12.51	12.99	13.45	13.91	14.38	14.86	15.33	18.06	21.48
54...	11.49	11.94	12.40	12.88	13.36	13.82	14.29	14.77	15.26	15.75	18.48	21.81
55...	11.87	12.32	12.78	13.25	13.73	14.21	14.70	15.19	15.68	16.18	18.91	22.14
56...	12.28	12.73	13.19	13.66	14.13	14.62	15.12	15.63	16.14	16.64	19.36	22.49
57...	12.73	13.18	13.65	14.12	14.59	15.09	15.59	16.11	16.64	17.14	19.84	22.87
58...	13.23	13.70	14.18	14.67	15.15	15.65	16.15	16.67	17.19	17.68	20.36	23.29
59...	13.83	14.32	14.82	15.32	15.81	16.30	16.78	17.27	17.77	18.27	20.90	23.75
60...	14.52	15.04	15.55	16.06	16.56	17.04	17.51	17.97	18.44	18.91	21.46	24.24
61...	15.26	15.79	16.31	16.84	17.36	17.82	18.27	18.71	19.16	19.61	22.06	24.77
62...	15.96	16.52	17.06	17.62	18.16	18.61	19.05	19.47	19.92	20.36	22.70	25.33
63...	16.61	17.19	17.76	18.35	18.91	19.37	19.81	20.24	20.68	21.12	23.38	25.93
64...	17.20	17.82	18.43	19.06	19.66	20.14	20.58	21.02	21.45	21.89	24.12	26.57
65...	17.72	18.42	19.10	19.76	20.39	20.98	21.50	21.92	22.27	22.67	24.93	27.23

## Equitable of Iowa

When adopting the present premiums the Equitable Life of Des Moines made the ruling that \$5,000 would be the minimum policy issued on the non-participating ordinary life plan and \$2,000 on other non-participating forms. The minimum limit has now been lowered to \$2,000 on the ordinary life also.

## Central States Life

The increase of the maximum non-medical limit to \$2,500, granted by the Central States Life, will not prevail in Oklahoma, due to the fact that the Oklahoma law provides that no non-medical business shall be written over \$2,000. Several states have laws containing limitations on this business.

## IN THE ACCIDENT AND HEALTH FIELD

## UNIQUE CONTEST IS STAGED

Office Employees of Aetna Life in Kansas City Bring in \$4,000 Accident Premiums—Total Is \$10,400

KANSAS CITY, MO., July 14.—The Aetna Life office here, under Manager C. A. Bissett, has inaugurated a new type of contest which met with great success. The contest included not only 10 brokers in the office, but also the 54 stenographers, clerks, bookkeepers and switchboard operators in the office—those who do no selling—and it even spread to the building janitor, who became so interested that on the last day he bought a policy for himself, which he insisted should be credited to him. In the ten days of the contest \$10,440 premiums on new accident and health business were secured, which set a record for this office. The office was divided into two teams of 52 each, which wrote \$6,452, the rest being written by the agents. Of the \$6,452, the 10 brokers wrote \$2,350, while the office employees, without any experience in selling, sold \$4,102. Only three of the 64 people entered in the contest failed to get at least one application.

Miss Violet Thomson, chief underwriter of this office, had the largest number of applications, 32. She and Miss Delice Converse, the switchboard operator, went out together one day and on cold canvass got 27 applications between 9 a. m. and 5:30 p. m. Neither of them are members of the sales force, but do purely inside work.

The contest was started originally as a competition between the Kansas City

and the St. Louis offices. The score was \$10,440 for Kansas City and \$5,010 for St. Louis.

## HELD DEATH WAS ACCIDENTAL

Inhalation of Overdose of Chloroform in Treatment of Headache Was Covered by Policy

In Brown vs. Continental Casualty, supreme court of Louisiana, 108 So. 464, an action was brought to recover under an accident policy. The insured was a physician and in inhaling chloroform, which he used to relieve headache and insomnia he took an overdose and died. The company denied liability on the ground, among other things, that the death of the insured was not accidental within the terms of the policy. Judgment was rendered for plaintiff in the lower court allowing double indemnity and attorney fees. On appeal the higher court in reviewing the record and in amending the judgment, said:

"Appellant's second defense, that, under a policy providing indemnity for loss of life 'by accidental means,' the company is not liable for an accidental death unless the means which caused the death was unintentional, seems to be sustained by every high authority in other states. We do not believe that the doctrine stated, making a distinction between 'accidental death or injury' and 'death or injury by accidental means,' means that, under a policy against death or injury by accidental means, the insurance company is not liable for an accidental death or injury resulting from a voluntary act in which

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the insured did not intend or anticipate a fatal or injurious result.

"If we should hold that the death in this instance, which was caused by the accidental inhaling of too much chloroform, was not a death by accidental means, merely because the inhaling of some of the chloroform was not accidental, we would find it difficult to imagine a case of death by accidental means. Almost every accidental death or injury is the result of some voluntary act of the person killed or injured, without intending or expecting death or injury. We agree with the district court that this second defense to the suit is not well founded. We affirm the ruling of the district court that the plaintiff is entitled to recover; but she is not entitled to double indemnity or an attorney's fee for prosecuting the suit."

## Wisconsin Company's New Policy

The Wisconsin Accident & Health has announced a new policy known as the duplex commercial accident and health policy. Amounts covered range from \$50 to \$400 monthly with an annual premium range of \$18 to \$208. Women from 18 to 50 are covered. This is accomplished by dropping the women one class lower than the men. Men from 16 to 60 years old will be covered.

The policy provides total and partial disability in both accident and illness and hospital indemnity including medical attendance in non-disabling injuries.

The holder is paid for every day of illness and disability from accident. It pays two-thirds of the principal sum for loss of limbs above the knee or elbow. Infection and blood poison resulting from injuries under the accident disability clause are also covered. The new form has been approved by Commissioner Johnson of Wisconsin.

## Wilson with Century Indemnity

Leland Wilson, for many years with the Aetna Life and affiliated companies, has joined the Century Indemnity to assist in the accident department. Mr. Wilson was personal assistant to Secretary E. C. Bowen over many years and then joined the accident department of the life division under the direction of Vice-President Luther. He is known as an able underwriter and office assistant and carries to the Century Indemnity the benefit of long experience in all branches of the accident business.

## Beerman Is Promoted

C. Carlyle Beerman has been appointed assistant to the manager of the casualty department of the National Life & Accident of Nashville. Mr. Beerman went with the National immediately following his graduation from high school in 1920, starting in the casualty department, and a short time later was made application examiner. For the past four years he has been claim adjuster. In his new post he will assist Vice-President T. Leigh Thompson, general manager of the casualty department.

## WITH INDUSTRIAL MEN

### NEWS FROM THE PRUDENTIAL

#### Several Promotions and Changes in Agency Field Announced by the Company

Robert Getty, formerly assistant superintendent in the Philadelphia No. 11 district, has been promoted to the superintendent of the Philadelphia No. 7 district by the Prudential.

A new district, Philadelphia No. 5, has been opened in Division D. Superintendent W. A. Worthington of Philadelphia No. 4 has taken charge. Superintendent A. M. Young of Philadelphia No. 7 has been transferred to the Philadelphia No. 4 district.

Agent Lawrence L. Getwick of Bradford, Pa., has been promoted to an assistant superintendent at that office, which is detached from the Olean district. Mr. Getwick began his service with the Prudential in 1918.

Walter B. Flynn, agent of the New York No. 2 district, has been promoted to assistant superintendent in his present location.

Paul Fuzzeo, agent of the New York No. 11 district, has been advanced to the position of assistant superintendent.

Abraham Golub also has been advanced from the agency ranks to assistant superintendent of the New York No. 11 district.

The assistant force in the Mankato, Minn., district of the Prudential has been increased and Agent Halford C. Oversea has been promoted to fill the new position.

Additional assistances have been created in Milwaukee and Agents Cecil A. Gillis, of Milwaukee No. 1, and George A. Casper of Milwaukee No. 2, have been advanced to assistant superintendents.

Agent Gerold R. Schwelke, who has been operating a debit in Sheboygan for a number of years, recently won his assistant spurs, taking charge of the Sheboygan staff.

The following promotions were made in Division "M" from agent to assistant superintendent: William P. Pritchard, Newark No. 1; Frank C. Westerdale, Harrison, N. J.; C. Lloyd Cyphers, Red Bank, N. J.; Leo Salz, Asbury Park, N. J.; Thomas E. Burke, Trenton No. 1; Frank A. Palmer, Trenton No. 2, and William A. Hegel, Elizabeth No. 2.

#### Cleveland Veteran's Record

CLEVELAND, July 15.—John M. Mackintosh this week begins the 31st year of his service with the Prudential. He has held all the various positions in the field and has been especially successful in the production of business both through his agency staffs and as a result of his own efforts.

Mr. Mackintosh began his career with

the company at McKeesport, Pa., at the age of 23. After nine months he was promoted to assistant superintendent of the McKeesport branch. Two years later he was made superintendent. He holds the record of being one of the youngest men to become a superintendent in the Prudential.

In 1906 Mr. Mackintosh came to Cleveland and now has charge of the office at Euclid avenue and East 103rd street. He has been a worker in the Cleveland Life Underwriters' Association and has a host of friends in the organization.

#### Public Savings Changes

The Public Savings Life has promoted Agent I. Moore, Louisville west, to superintendent. Agent M. Dunham, Norwood, O., has been promoted to superintendent. Superintendent W. B. Woodmansee, Washington Court House, O., has been transferred to Springfield, O. L. A. Keary, special superintendent, has been promoted to manager at Springfield, O. Agent H. E. Miller, Detroit 4, has been promoted to superintendent. Superintendent R. E. Knowles, Detroit 4, has been promoted to home office inspector.

#### Conservative Life Leaders

The Conservative Life of South Bend, Ind., announces that the leaders for the year are as follows: Joint results, Superintendent Joseph Kovach, East Chicago; Agent Wm. K. Mohn, South Bend No. 2. Net placed ordinary, Superintendent Joseph Kovach, East Chicago; Agent Joseph Martin, South Bend No. 1. Ordinary increase, Superintendent Joseph Kovach, East Chicago; Agent Anton Niemiec, East Chicago. Monthly premium increase, Superintendent Joseph Kovach, East Chicago; Agent Carl Baschab, Hammond No. 2. Collection percent, William Bobrowski, Gary No. 2; Agent F. L. Nightingale, Terre Haute No. 1. Arrears percent, Agents Louis Balogh, South Bend No. 1, and Wm. K. Mohn, South Bend No. 2; Superintendent Wm. Bobrowski, Gary No. 2.

#### Head of Prudential Assurance Dies

Sir Thomas Dewey, president of the Prudential Assurance of London, died Tuesday at his home in Sidmouth at the age of 86. He was for 30 years general manager of the Prudential Assurance and later became chairman. He was mayor of Bromley in 1903, a member of the Kent Territorial Force Association and deputy chairman of the Royal National Pension Fund for Nurses. For his services as a member of the war office expenditure committee in 1916 he was created a baronet in the following year.



## NEWS OF LOCAL ASSOCIATIONS

## NAME FRASER AS CHAIRMAN

## Connecticut Mutual Life Man Is New Head of Executive Committee of New York Association

NEW YORK, July 14.—The newly elected executive committee of the New York Life Underwriters' Association held its first meeting here this morning in the offices of Johnston & Collins, general agents of the Travelers. P. M. Fraser, general agent of the Connecticut Mutual, was chosen chairman of the committee to succeed W. R. Collins, president-elect of the organization for the coming year. W. M. Carroll, general agent of the Berkshire Life, was elected to succeed Mr. Fraser as secretary of the committee. The meeting also discussed but came to no final decision about a number of business practice cases which the association has been investigating.

**District of Columbia.**—Louis A. Cerf, Jr., assistant general agent of the Mutual Benefit Life in New York City, will speak before the District of Columbia association this week on "An Insurance Program for the \$10,000 Buyer."

**Northern California.**—An intensive membership campaign to open the first week in August is being planned by the Northern California association. Alfred R. Mathews of the Provident Mutual Life has been appointed chairman of the membership committee which will have charge of the drive.

At the July meeting of the executive committee, R. H. Mouser, recently elected executive vice-president of the Oakland district, was empowered to take the initial step toward organizing Oakland as a subchapter of the association. Many members of the association have offices in Oakland and it is felt that a strong sub-chapter can be built in that city.

The first meeting following the summer recess will be held Aug. 18.

**Memphis, Tenn.**—About 200 insurance men from this territory are expected to hear S. S. Huebner, professor of insurance, Wharton School of Finance and Commerce, University of Pennsylvania, who addresses the Memphis association Friday night.

**Hastings, Neb.**—Hastings Life Insurance men at a meeting held Saturday night organized the Hastings Life Insurance Underwriters' Association, with a membership of 16 life insurance men. This is the first underwriters' association to be formed in Hastings. "The purpose of the underwriters' association," it was explained by L. L. Kidd, "is to provide publicity of a general nature with regard to life insurance. It will be of benefit to the public, and also to the insurance men, for it will result in a better understanding of the principles of life insurance." Better co-operation of life insurance men, it was explained, will be another purpose of the organization. It is expected, Mr. Kidd

said, that the membership will be doubled, for the organization is open, not only to insurance men of this territory, but to those also who while they live here have their working fields in other territories.

John J. Stanley was elected president; John D. Fuller, vice-president, and L. L. Kidd, secretary-treasurer.

**Seattle, Wash.**—The Seattle association has elected these officers for the coming year: President, Harry M. Walthe, Penn Mutual Life; vice-presidents, Charles G. Cole, Equitable of Iowa, and C. J. Sauter, Equitable of New York; treasurer, Kenneth White, New York Life; secretary, Stanley M. Randolph, Missouri State.

A. J. Quigley of the Connecticut Mutual Life had charge of the installation of officers. Retiring President George L. Buck, Provident Mutual Life, was presented with a gold diamond-set pin, the emblem of the National association. One of the guests was Dr. G. B. Van Arsdale, agency instructor of the Equitable Life of New York.

**Springfield, Ill.**—Fred M. Walker, district agent for the Provident Mutual Life, was elected president of the Springfield association at the annual meeting and was named national executive committeeman for the three-year term. Other officers are: J. C. Hamel, vice-president; Leon J. Senesac, secretary; Earl E. Duke, H. M. Solenberger, L. Herbert Harris, John L. Taylor, L. V. Barnes, Victor J. Ryan and E. E. Cant-rail, executive committee. Mr. Walker succeeds DeWitt Montgomery as president.

**Fort Dodge, Ia.**—Manley V. Keith of Fort Dodge, a graduate of the recent Rockwell school in Des Moines, was the principal speaker at the regular monthly meeting of the Fort Dodge association last week. He was asked to make a second address on the benefits he received from the school at the meeting in August. The association the preceding week held its annual picnic with 50 members and their families in attendance.

The agency department of the Atlantic Life is moving from the seventh floor of the home office building to newly furnished and more commodious quarters on the tenth floor. The new recreation rooms for employees are also located on this floor.

## SUN LIFE

## ASSURANCE COMPANY

of CANADA

A BILLION DOLLARS  
of life assurance in force

ASSETS - - - \$300,000,000

Interest on policy proceeds, profits,  
etc., left with the Company

FIVE and ONE-HALF PER CENT

Do your fellow agent a good turn—get him acquainted with The National Underwriter, the real insurance newspaper.

## Grange Life Insurance Company

Lansing, Michigan

N. P. HULL, President

NET ASSETS HIGH      INVESTMENT RETURN HIGH  
POLICY VALUES HIGH      OVERHEAD LOW

If ambitious, look us up. You'll find an unusually substantial record and liberal policy toward salesmen and sales organizers.

## New Policy

Disability Benefits of \$15.00 per \$1,000.00

Waiver of Premium

Broader Double Indemnity Clause

Loans at end of Second Year

ORGANIZED 1850

The *Manhattan Life*  
INSURANCE CO.

66 BROADWAY

NEW YORK

## HOW DOES THIS STRIKE YOU?

### THE GOLDEN RULE AGENT'S CONTRACT HAS BEEN REVISED AND IMPROVED

60% graded and one renewal right off the bat.  
5% extra for cash.

Bonus and additional renewals for volume.

Five renewals of 5% for a volume of \$25,000 paid personal production in any agency year.

\$1.00 per thousand bonus and 10 renewals for \$50,000.

\$2.00 per thousand bonus and 10 renewals for \$100,000.

\$3.00 per thousand bonus and 15 renewals for \$300,000.

\$4.00 per thousand bonus and 15 renewals for \$600,000.

#### Automatic Promotion—Vested Renewals—Unrestricted Territory and the Right to Appoint Other Agents

Their volume is combined with yours, and YOU receive the bonus and renewals for which you qualify and they fail to qualify on their business.

There is our whole wonderful agency proposition in a nutshell.

#### The Policies You Would Sell Are Equally Attractive

You have heard of PERFECTED ENDOWMENTS which are Ordinary Life with endowment additions and return the savings in addition to the face of the policy in the event of death. You should also investigate

#### The Preferred Risk \$5,000.00 Special

Ordinary Life—\$5,000—Age 35—Premium \$106.50

Dividend \$17.25—First Year Net Cost—\$89.25

or \$17.85 per thousand

Contingent upon payment of the second premium

Compare out net cost with that of your favorite company or with Government Insurance. You have a surprise coming

AND THE END IS NOT YET!

## The Columbus Mutual Life

### Insurance Company

580 E. Broad Street

Columbus, Ohio

C. W. Brandon, President

D. E. Ball, Vice-President and Sec'y.

### We have opportunities for Agents in Arkansas, Illinois and Iowa

#### International Life & Trust Company

Home Office: MOLINE, ILLINOIS

## THE SECURITY LIFE INSURANCE CO. OF AMERICA

O. W. JOHNSON, PRESIDENT

WITH

Insurance in Force.....Over Fifty Million  
Assets.....Over Six Million

AND THAT HAS

Paid Policyholders since organization.....Five Million

WANTS—General Agents and Managers in 17 states

Contract—Commissions or commissions and expense allowance

Address S. W. GOSS, Vice-President, 134 N. La Salle St., Chicago, Ill.

## RELIANCE LIFE HAD A BIG CONVENTION

(CONTINUED FROM PAGE 4)

learn to be his own master. Mr. Adams said that when a man comes in contact with a prospect and is able to write him, he should not hesitate to fill out the application right away. He said at one time that he wrote an application on the back of a mule. He turned to Mr. McCormack and asked him if he had ever done that. Mr. McCormack replied, "Not when the mule was in reverse."

#### F. W. Maule Speaks

F. W. Maule of San Antonio, general agent there, told why he went with the Reliance Life. He said that the essential thing to keep in mind is to point out the needs of insurance and not its cost.

G. V. Cleary of Chicago, one of the large personal producers of the company and president of the \$500,000 club, told of some of the services that agents can give policyholders. Mr. Cleary went with the company in 1920 and has made a careful study of the insurance needs of professional and business men.

#### Opportunity for Young Man

Wilson Slick of Johnstown, Pa., vice-president of the \$500,000 club, is a virile young man who has made a splendid record in selling insurance. His subject was "The Young Man in Life Insurance Salesmanship." He said that it is not necessary for a man to be a college or normal school graduate to take up life insurance work. It requires no great amount of capital invested in years of schooling. The professions, he said, do not smile on a man until he has reached middle age. The lawyer's large earning power does not begin until age 45 and declines rapidly after age 65. The physician's descends rapidly after age 50. The dentist's largest earnings begin at age 45 and decline at 65. Life insurance men can earn substantial rewards from age 25 to age 65. He said that from a physical standpoint life insurance offers fine inducements because the work is outside and calls for activity. He said that life insurance work offers great opportunities for development.

#### Schools Offer Courses

Many of the schools now are introducing life insurance courses. The Wharton School of Finance & Commerce at the University of Pennsylvania has a life insurance course. When people see the need of life insurance, sales resistance is broken down. He predicted that in a short time all the larger schools will have a chair of life insurance salesmanship. He said there has been considerable talk of the companies themselves endowing such chairs in various universities. In conclusion, Mr. Slick said:

"It is only natural then to assume that a young man who directs his best efforts to the enlargement of his clientele, studies their needs, supplies them with proper coverage, and generally indicates that he accepts his position seriously will receive encouragement from them in the form of repeated business. He must study continuously, not allowing himself to stand still, ever reaching out for new ideas, better presentation, more forceful appeals, more ef-

fective closing and then continuous watchfulness, looking after your client's interests at all times, impressing him with the fact that you are serious minded and deeply appreciate his faith in you. Such a condition of mind augurs well for a low lapse ratio—and gives your clients more cause to 'boost' you to their friends and associates. After all, the old chain idea in salesmanship is sound and productive of results. One link, or sale, connects you with another, and so on interminably.

"The young man in life insurance salesmanship is here. He has registered an indelible impression but he has hardly started. You will hear more and more of him, for this great and noble institution of life insurance is still in infancy, but developing fast. The young man in the business can and will keep apace with it."

On the afternoon of Thursday the entire party was taken for an automobile trip about the city and its suburbs. In the evening there was a theater party.

#### Friday's Session

The Friday morning session was in charge of Superintendent of Agencies W. L. Wilhoite.

One of the most remarkable talks of the meeting was made by J. H. Rose, general agent at Houston, Tex. Mr. Rose was in the educational field for 18 years and then started selling life insurance on the side. He then became a full time man and is now president of the \$100,000 club. He is an impressive talker and gave a number of constructive suggestions.

Mrs. Laura McCane of the Rose agency at Houston was introduced as being the only lady who would qualify for the convention.

#### A. V. Knight's Record

Mr. Wilhoite called attention to the work of A. V. Knight of Goodman, Miss., one of the youngest men in the organization. In a town where there are 264 white people it was found there were 51 with families of 212 dependents. Of the 51 family heads, 35 are insurable and 19 uninsurable. He has sold 17 policies. From June 22 to June 30 he put in 98½ hours making 96 calls, securing 37 interviews and making 15 sales amounting to \$21,800 life insurance and \$400 in accident and health premiums.

H. T. Burnett of Pittsburgh, supervisor in charge of western Pennsylvania, told about the home office organization of the Reliance Life. Mr. Burnett was formerly supervisor for Alabama. He has been home office supervisor for three years, succeeding S. T. Whatley, who became manager of the Aetna Life in Chicago. The Reliance has 300 employees. They have organized the Reliance Life Employees Association. He paid high tribute to the work of these people.

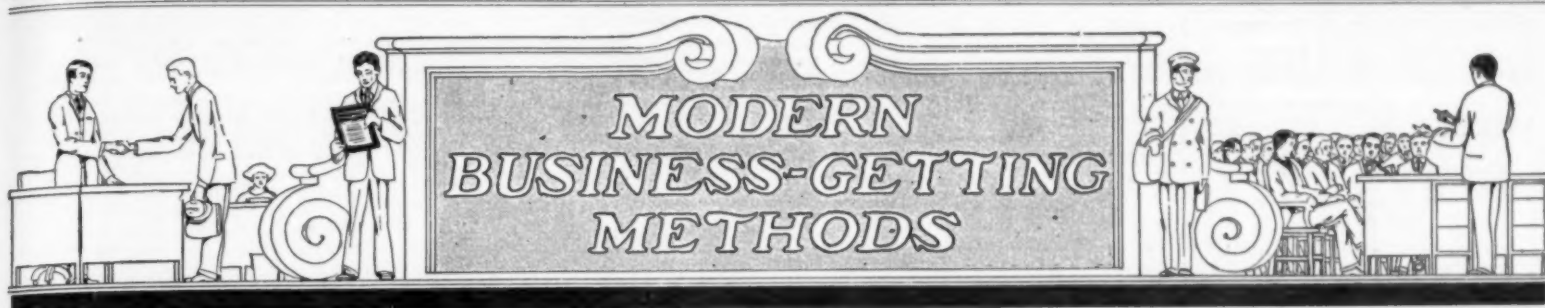
#### M. D. Lewis Speaks

M. D. Lewis, an agent in the Maule agency at San Antonio, in his talk on "Why I Am Selling Life Insurance," said that when an agent writes a prospect in the proper way and he is satisfied with the bargain, he is always a friend. He said that life insurance is a pleasant work and an agent should not go out and sell if he has a grouch.

G. G. Lamar, supervisor of the Florida department, spoke on "Closing." He said that the real test of life insurance work is the number of sales made. An agent must know how to close a case. He must create a desire for the insurance. One's personal needs must be pointed out. They must be made concrete and definite. He said that an agent should get his prospect in an affirmative attitude. He should keep him in a course where he will answer "Yes" to questions. He said that some salesmen get nervous and bewildered in the canvass and this handicaps the sale. The main points and benefits in the policy should be summarized when the sale is clinched.

(CONTINUED ON PAGE 32)





## J. Elliott Hall Gives a Few Pointers On Monthly Income Insurance and on Problems of Salesmanship in General

INCOME insurance and salesmanship in general were the subjects dealt with by J. Elliott Hall, general agent of the Penn Mutual in New York, in a recent address before the members of the Hart & Eubank agency of the Aetna Life in that city.

"How many of you men have heard these objections: 'I am not interested; I do not believe in life insurance; I have friends in the business; I have a broker who handles all my insurance; I am loaded up?'" he said. "How many of you, after hearing these objections have later sold that same man a policy? What was it? Was life insurance changed; was your company changed, was the policy changed? No, it was the prospect who changed, and what changed him? The story you told him.

### It was the Story Told That Changed the Prospect

"I want to emphasize that it was the story you told him. It was what you said that changed him from 'I am not interested' to buying a policy from you. If we are to succeed, we must tell a

story and the better we tell that story, the more insurance we are going to sell and the more good we are going to do. It is not necessary to take the story I give you or some other fellow gives you. Take your own ideas and make your own selling plan. You will succeed best with a plan that most nearly fits your idea of what a real life insurance policy is.

### Be Sure You Know How to Buy Policy Yourself

"One man may be sold 20-payment life and another old age income and still another monthly income. I am going to suggest that it is difficult to get single men to sell income insurance. By the same token, it is a hard thing for me to talk to a bachelor because my whole plans are built around my wife and four children. So in working out your plan, take the plan you like best for yourself. Be sure you know how to buy a policy for yourself. Then take it and apply it to the other fellow. I want you to get a simple story to aid you in selling more life insurance."

Speaking of income insurance, Mr.

Hall said that many men object to taking out a \$10,000 policy in favor of their wives, protesting that it is too much money to leave them. They think of it as \$10,000 in cash and utterly fail to realize or measure it in terms of income at 6 percent, or only \$50 a month. When you have made them think in terms of income and have shown them how absolutely insufficient a \$50 a month income would be for their families, then is the time to sell them on the idea that life insurance provides the best, safest and cheapest way of furnishing their dependents with an assured income of at least \$100 a month as a minimum.

### Work on Endless Chain Method from Beginning

"Commence in the beginning to work the endless chain method," he said. "When you canvass a man, get the names of his friends. Canvass them and get the names of their friends. I do not care whether you sell Mr. Blank or not; at least make a friend of him. You can do it if you do not take more than 8 or 10 minutes to outline a program. Many men talk too long. I used to think that an interview took 45 or 50 minutes. It does when you get to the point of diagnosing his situation and prescribing for it. But it should not take that long, just about 8 or 10 min-

utes, to give him an outline or program presenting some form of insurance.

### Arrange Sales Talk to Avoid Long Discussions and Arguments

"You should have every sales talk so arranged that you avoid getting into long discussions and arguments which waste minutes that should be devoted to sales presentation. How can this be done? By asking certain questions. It is just as easy to ask a question as to answer one. What has this to do with selling life insurance? I have dozens of questions to ask which a man can answer in only one way. In this way I get from him all the information I want.

### Answer His Questions by Asking Him Others

"A good many prospects will tell you that they never heard the case presented like that before; what a wonderful salesman you are! But they don't buy a policy. To the next salesman who comes in they tell the same thing and to the next. Your problem is to bring such a man to the point of buying. You can do it by asking questions. You have heard me say that I can go out with you to a prospect whom you have been after for three months and after asking him three questions, I will know what he is going to say from that time on. I cannot tell how he is going to



## Is THIS Protection?

Policy for \$20,000—Annual Premium \$15.77 per thousand—  
Insured Age 22—Wife Age 20—Son one year old.

Insured totally disabled at Age 25. The Franklin pays him  
\$200 per month Disability Income for life. He lives 18  
years .....

\$43,200.00

Then under policy option three, The Franklin pays his wife  
\$1,000.00 per year for life. She lives out her expectancy of  
27 years .....

27,000.00

At her death the policy is payable to the son, who elects to  
receive an income for life under policy option two. His  
expectancy is 21 years. He lives 23 years.....

30,470.40

Total.....\$100,670.40

*This is a hypothetical case, but the figures are the actual amounts that would apply to it today. Is THIS protection? Could you get applications for this policy?*

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ues, etc., Calculated. Valuations  
and Examinations Made. Policies  
and all Life Insurance Forms Pre-  
pared. The Law of Insurance a  
Specialty.  
Colcord Bldg. OKLAHOMA CITY

answer the first two or three questions. If he asks me a question, I answer him by asking him a question. By doing so you lead a man into your path, and from that time forward the discussion proceeds along whatever lines you direct."

### DETROIT ENTERS RACE FOR NEXT YEAR'S CONVENTION (CONTINUED FROM PAGE 3)

comfortably accommodated. There are about 52 conventions listed for the remainder of the year and 1927. The next large convention will be the meeting of the laundry owners in October. Hotel conditions here are ideal, Memphis having recently completed one of the largest hotels in the south. There are ideal transportation facilities and the city is centrally located. The convention sessions would be held in the new auditorium, which can handle thousands with ease.

#### Plans for Invitation

Kansas City wrote that it would support Memphis and asked that "the little lady who made such a nice speech for Memphis last year extend her city's invitation in Atlantic City." Insurance men already had arranged this, and Mrs. E. G. McCormack, wife of a well-known Memphis insurance man, will invite the 1927 meeting to her city. A large delegation will go to Atlantic City from here. They have adopted the "Memphis or bust" slogan and will advertise their city by a miniature bale of cotton with a match within striking distance to literally "burn up the town."

### RELiance LIFE HAD BIG CONVENTION OF AGENTS (CONTINUED FROM PAGE 30)

He said there is always danger of one talking himself out of a sale.

E. J. Schellentrager of Pittsburgh, the leading producer in the company, had a very thoughtful paper, making some observations on life insurance work.

#### Tells of Accident Department

L. P. Gregory, head of the accident and health department, said that the home office had erred in being too liberal on some classes. For instance, its claim ratio on health insurance last year was 72.5 percent and the accident ratio was 60 percent. This condition therefore forced the company to do one of three things, either increase the premium, reduce the commission to agents or eliminate some of the benefits or cut them down. It decided to increase the premiums and maintain the same service. He said that the company has ceased to approve the indiscriminate writing of illogical combinations of life, health and accident insurance. For instance, he said that some agents would write \$500 term life insurance and then give a man \$50 a week for accident and health. This, he said, should not be allowed. He said that perfect protection, meaning life, health and accident insurance, must mean balanced protection. The Reliance Life now has \$1,400,000 accident and health premiums on its books.

#### Convention Appreciation Contest

W. L. Baldwin, inspector of agencies, announced that following the convention there would be an appreciation contest, two applications being sent in to the home office in appreciation of the wonderful entertainment and great hospitality shown during the convention.

On the afternoon of the last day, all the men were taken through the home office on an inspection trip.

The men in the organization of the Reliance Life impressed everyone with their great ability, cordiality and enthusiasm.

The prize winners in the jubilee meeting contest were as follows:

Appearing greatest number of times on departments "Who's Who"—1, Wm. Cunningham, Tri-State; 2, J. H. Rose, Rose Agency; 3, E. L. Jones, Southeastern; 4, N. L. Garner, Southeastern; 5, J. C. Kirby, Maule Agency.

Paid for largest percentage of written business—1, F. J. Niver, Florida; 2, T. A.

Dickson, Oklahoma; 3, W. H. Cammack, Alabama; 4, W. J. McLaughlin, Ohio; 5, A. C. Burne, West Virginia.

Largest percentage of accident and health paid in proportion to life paid—1, J. F. Mendonsa, Northern California; 2, H. C. Cosza, Western Pennsylvania; 3, B. J. Raich, Illinois; 4, Russell Sheik, Seaboard; 5, Rudolph Smale, Northern California.

Appeared on company's "Who's Who" largest number of times for written business—1, G. C. Cleary, Chicago; 2, J. C. Federer, West Virginia.

Appeared on company's "Who's Who" largest number of times for paid business—1, J. E. Odum, Georgia; 2, M. D. Lewis, Maule Agency; 3, Ray Tindal, Kansas-Missouri; 4, R. A. Hilliard, Southeastern.

#### Tom Pruett's Observations

Tom Pruett, general agent of the Reliance Life in northeast Texas, does a large business in the agricultural sections. In speaking before the agency convention on selling insurance to farmers, he said that 50.2 percent of the population of the country can be found on the farms. The average value of an acre of farm land is \$81.52. During the last eight years the average yield has been \$30 an acre. Mr. Pruett said that it is necessary to adopt scientific farming to keep abreast with the times and to produce enough food for the people of this country. The tendency of the day is for the people in the farm sections to move to the cities. In order to attract them to farming, it is necessary, he said, to instruct them along more progressive and scientific methods of cultivation and make them more comfortable in their homes and in their work and to throw about them sufficient attractions to hold them on the farm. He said that life insurance fits in to the farmer's program nicely. It enables him to take care of his indebtedness and to provide for his dependents.

#### Illustration Is Used

He illustrates his service in the following manner:

"We have an estate which we will sell you on a 20 year part-payment plan. In the event that you make one payment and some misfortune should overtake you, we will give you \$1,200. We will rent your farm and give you \$1,200 rental in event that you are totally disabled and not able to run it. We will also pay the taxes on your farm for 20 years and pay you a little dividend on it. If you will put enough enthusiasm into this and show your prospect how he can cover his mortgage and leave the farm clear, educate his children and assure his widow all those comforts she so richly deserves, you will have performed a real service."

#### Tells About Schellentrager

Dr. Andrew Jansen followed Mr. Schellentrager and made a few observations on the latter's work. He said that Mr. Schellentrager never knows anything but success. He injects a remarkable personality into his work. He said that many business men do not realize what they have in the way of insurance. They do not appreciate what insurance can do for them. It is Mr. Schellentrager's plan to formulate a very definite program for a prospect. He said that he is a man of remarkable industry. He builds up his cases patiently and logically.

### TAX RULING IS OF INTEREST

Holder of Paid-Up Policy Not Liable for Income Tax Unless Cash Dividend Exceeds Premiums Paid

An important income tax ruling affecting the taxability of the proceeds of a life insurance policy has just been released by the solicitor of internal revenue, according to M. L. Seidman, tax expert of Seidman & Seidman, certified public accountants, New York.

In this ruling it is held that where the holder of a 20-year policy had the option on maturity of the policy to take a cash dividend and continue the policy

as paid up, participating insurance payable at death, or to surrender the policy for a guaranteed reserve and the cash dividend, and the holder selects the first settlement, no income tax need be paid unless the dividend exceeds the premiums previously paid.

The government contended that the value of the paid-up policy be considered as part of the proceeds in determining how much was taxable. The government's theory was that the value of the paid-up policy was equivalent to the guaranteed reserve that the policyholder would have received if the second method of settlement was selected, and that by selecting the first, the policyholder constructively received, in addition to the cash dividend, the amount of the guaranteed reserve.

The solicitor, however, held that the constructive receipt theory was not applicable and that no tax could be imposed unless the cash dividend exceeded the premiums paid.

### Hearing on Reinsurance Contract

T. J. Harrison, receiver of the Medical Life of Waterloo, Ia., has asked the federal court to order that the contract between the Royal Union Life and the Medical Life be adjudged an asset of the Medical Life. The court has set Sept. 27 as date for hearing on the petition. Pending decision on this, the Royal Union is restrained from paying to the Iowa Loan & Trust Co., trustee, any amounts due or owing under the sale agreement of Feb. 3, 1926, and the trustee company is also stopped from making any distribution of moneys it holds to the stockholders under this contract.

## An Investment in Happiness

—is a connection with the

## PHILADELPHIA LIFE INSURANCE COMPANY

Every Representative has the Joy that comes from:

1. *Having the Thing That Will Sell*—we have a great variety of policy contracts with very liberal features.
2. *Treatment That Makes Work Pleasant*—every Home Office official has the Fieldman's viewpoint—is helpful, co-operative, appreciative and understandingly friendly.
3. *Opportunities to Get What You Earn*—liberal commissions and renewals. Contracts all direct. Non-par pays same 1st year as par. Prospect-finding plan—Advertising aids, etc. Every help to help you sell.
4. *Knowing You Have a Lifetime Connection*—many have been with us 10—15—20 years. We're young and growing rapidly—promotions from the ranks.

#### Address:

Manager of Agencies  
A. M. HOPKINS

111 No. Broad St.  
Philadelphia, Pa.

## What's Ahead?

That question is in the mind of every ambitious man. It's in your mind.

If the answer does not satisfy, it will pay you to learn the advantages of a life underwriting contract with Fidelity.

Fidelity originated the disability provision, the double benefit feature, and the "Income for Life" plan. It operates in forty states on a full level net premium basis with more than \$68,000,000 in assets and over \$330,000,000 insurance in force.

More than 36,000 direct leads a year from Head Office lead service

THE FIDELITY MUTUAL LIFE  
INSURANCE COMPANY  
Philadelphia

Walter LeMar Talbot, President

### WANTED

Position as farming superintendent with company having farm holdings in the Northwest by an agricultural college graduate with 12 years experience in that section as college instructor, agricultural agent and manager of 1500-acre farm. Just completing year of graduate work in the School of Commerce, University of Chicago. Write: A. R. Wije, 5750 Woodlawn Ave., Chicago.